

**PENGARUH PERSEPSI KUALITAS PRODUK, PERSEPSI KUALITAS
PELAYANAN, DAN PERSEPSI KEWAJARAN HARGA TERHADAP
KEPUASAN PELANGGAN PADA BENGKEL SERVIS DAN SUKU CADANG
SEPEDA MOTOR YAMAHA**

Studi kasus pada Toko Sumber Utama Yogyakarta

ABSTRAK

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2005

Penelitian ini bertujuan untuk mengetahui pengaruh persepsi kualitas produk, persepsi kualitas pelayanan, dan persepsi kewajaran harga terhadap kepuasan pelanggan, dan untuk mengetahui faktor yang paling menentukan tingkat kepuasan pelanggan pada bengkel servis dan suku cadang sepeda motor Yamaha di toko Sumber Utama Yogyakarta.

Penelitian dilakukan selama bulan Desember 2004 dengan metode studi kasus. Jumlah sampel yang digunakan sebanyak 100 orang, yang diambil dengan metode *purposive sampling*. Alat pengambilan data yang digunakan adalah kuesioner yang telah diuji validitas dan reliabilitasnya dan wawancara. Sedangkan teknik analisis data untuk menguji hipotesis adalah regresi linier berganda.

Hasil penelitian ini menunjukkan: (1) Persepsi terhadap kualitas produk (X_1) berpengaruh positif secara signifikan terhadap kepuasan pelanggan (Y) ($b_1=0.119$ $t_{hitung}=4.667$; $t_{tabel}=1.658$). (2) Persepsi kualitas pelayanan (X_2) berpengaruh positif secara signifikan terhadap kepuasan pelanggan (Y) ($b_2=0.086$ $t_{hitung}=11.673$; $t_{tabel}=1.658$). (3) Persepsi kewajaran harga (X_3) berpengaruh positif secara signifikan terhadap kepuasan pelanggan (Y) ($b_3=0.165$ $t_{hitung}=2.796$; $t_{tabel}=1.658$). (4) Persepsi terhadap kualitas pelayanan (X_2) merupakan faktor yang paling menentukan tingkat kepuasan pelanggan (Y) dengan rata-rata skor bobot penentuan =2.38. (5) Koefisien determinasi $R^2=88.4\%$ yang berarti tinggi rendahnya kepuasan pelanggan (Y) 88.4% disebabkan oleh perubahan yang terjadi secara bersama pada persepsi kualitas produk (X_1), persepsi kualitas pelayanan (X_2), dan persepsi kewajaran harga (X_3); sedangkan 11.6% sisanya disebabkan oleh perubahan yang terjadi pada variabel lain.

**THE INFLUENCE OF PRODUCT QUALITY, SERVICE QUALITY,
AND PRICE FAIRNESS PERCEPTIONS ON CUSTOMERS' SATISFACTION
AT YAMAHA REPAIR AND SPARE PART SHOP**

A case study at Sumber Utama Yamaha Repair and
Spare Part Shop in Yogyakarta

ABSTRACT

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The objective of this research was to know the influence of product quality, service quality, and price fairness perceptions on the satisfaction level of customers and to identify a factor which had the biggest influence on customers' satisfaction at the Sumber Utama Yamaha Repair and Spare Part Shop in Yogyakarta.

This research was conducted in December 2004. It was a case study. The research sample consisted of 100 people selected by using purposive sampling method. The data collection methods were questionnaire and interview.

The data analysis showed that (1) The perception on product quality had significantly positive influence on the customers' satisfaction. (2) The perception on service quality had significantly positive influence on the customers' satisfaction. (3) The perception on price fairness had significantly positive influence on the customers' satisfaction. (4) The perception on service quality was the factor which had the biggest influence on the satisfaction level of customers. It was indicated by the degree of importance average score of 2.358. (5) The determination coefficient $R^2=88.4\%$ meant that the satisfaction level of customers (Y) 88.4% was due to the simultaneous changes on the product quality perception, service quality perception, and the price fairness perception, while the remain of 11.6% was caused by changes on other variables.