

## ABSTRAK

### TANGGAPAN PELANGGAN TERHADAP DIMENSI KUALITAS PELAYANAN JASA PLASA TELKOM YOGYAKARTA

(Studi Kasus Plasa Telkom Yogyakarta)

Widiantari Tri Andari  
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Penelitian ini bertujuan untuk (1) mengidentifikasi profil pelanggan Plasa Telkom, (2) mengetahui tanggapan pelanggan terhadap dimensi kualitas pelayanan jasa Plasa Telkom, (3) mengetahui apakah ada perbedaan tanggapan pelanggan terhadap dimensi kualitas pelayanan jasa Plasa Telkom antara kelompok pelanggan telepon rumah dan kelompok pelanggan telepon flexi pasca bayar, dan (4) mengetahui apakah ada perbedaan tanggapan pelanggan terhadap dimensi kualitas pelayanan jasa Plasa Telkom berdasarkan tingkat pendidikan. Penelitian ini dilakukan pada tanggal 1 Mei – 12 Mei 2006.

Sampel yang digunakan sebanyak 96 responden. Teknik pengambilan sampel menggunakan teknik *Accidental Sampling*. Pengumpulan data menggunakan kuesioner, wawancara, dokumentasi, dan observasi. Analisis persentase untuk mengetahui profil pelanggan, analisis *Arithmetic Mean* untuk mengetahui tanggapan pelanggan, dan analisis uji-t untuk mengetahui ada tidaknya perbedaan tanggapan pelanggan.

Hasil penelitian yang diperoleh : (1) Sebagian besar pelanggan berjenis kelamin laki-laki, berusia antara 22-27 tahun, berpendidikan akhir Perguruan Tinggi, mahasiswa, dan menggunakan telepon rumah. (2) Nilai rata-rata tanggapan pelanggan terhadap dimensi kualitas pelayanan jasa Plasa Telkom untuk Fasilitas Fisik sebesar 3,895; Empati sebesar 3,463; Keandalan sebesar 3,437; Ketanggapan sebesar 3,562; dan Jaminan sebesar 3,695. Untuk keseluruhan dimensi kualitas pelayanan jasa Plasa Telkom memperlihatkan bahwa tanggapan pelanggan adalah baik. (3) Untuk keseluruhan dimensi kualitas pelayanan jasa Plasa Telkom antara kelompok pelanggan telepon rumah dan kelompok pelanggan telepon flexi pasca bayar tidak terdapat perbedaan yang signifikan dalam hal tanggapan pelanggan. (4) Untuk keseluruhan dimensi kualitas pelayanan jasa Plasa Telkom antara kelompok pelanggan berpendidikan akhir SLTA dan kelompok pelanggan berpendidikan akhir PT tidak terdapat perbedaan yang signifikan dalam hal tanggapan pelanggan.

## **ABSTRACT**

### **CUSTOMER'S RESPONSE TO QUALITY DIMENSION OF PLASA TELKOM YOGYAKARTA'S SERVICE TREATMENT (A Case Study at Plasa Telkom Yogyakarta)**

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This research aimed to identify (1) Plasa Telkom's customer profile, (2) customer's response to quality dimension of Plasa Telkom's service treatment, (3) whether there is a difference on customer's response to quality dimension of Plasa Telkom's service treatment between land-line customer group and post-paid flexi phone customer one, (4) whether there is a difference on customer's response to quality dimension of Plasa Telkom's service treatment based on the level of education. This research was conducted in May 1-12, 2006.

The size of sample is 96 respondents. Sampling technique used was Accidental Sampling. Data collection used were questioner, interview, documentation, and observation. Percentage analysis was performed to identify customer's profiles, Arithmetic Mean analysis was applied to know customer's response, and t-test analysis was performed to know the presence of customer's response difference.

It has been obtained that : (1) most of the customer were male, aged between 22-27 years old, final education level was university, student's, and used land-line phone. (2) Average value of customer's response to quality dimension of Plasa Telkom's service treatment for Physic Facilities was 3.895, Empathy was 3.463, Reliability was 3.437, Responsiveness was 3.562, and Assurance was 3.695. For all quality dimensions of Plasa Telkom's service treatment showed that customer's response was good. (3) For all quality dimensions of Plasa Telkom's service treatment between land-line customer's group and post-paid flexi phone customer one, there is no significant difference in customer's response. (4) For all quality dimensions of Plasa Telkom's service treatment between senior high school degree customer group and university degree customer one, there is no significant difference in customer's response.