

ABSTRAK

ANALISIS TINGKAT KEPENTINGAN KONSUMEN AHASS DAN KINERJA LAYANAN AHASS Studi Kasus AHASS Kurnia Jaya Yogyakarta

Catharina Ani Kristanti
Universitas Sanata Dharma
Yogyakarta
2010

Tujuan dari penelitian ini adalah: 1) Mengetahui faktor-faktor apa saja yang dianggap penting oleh konsumen AHASS Kurnia Jaya Yogyakarta berdasarkan diagram kartesius *importance and performance analysis* 2) Mengidentifikasi faktor-faktor apa saja yang perlu diperbaiki dalam upaya meningkatkan kinerja layanan AHASS Kurnia Jaya Yogyakarta berdasarkan diagram kartesius *importance and performance analysis*.

Dalam penelitian ini digunakan data primer yang diperoleh dari hasil pengisian kuesioner oleh konsumen. Teknik pengambilan sampel menggunakan *Incidental Sampling Method* dengan jumlah sampel 100 orang konsumen. Data dianalisis dengan menggunakan *Importance-Performance Analysis* atau Analisis Tingkat Kepentingan dan Kinerja Pelanggan.

Berdasarkan hasil *Importance-Performance Analysis* diperoleh kesimpulan bahwa faktor-faktor yang dianggap penting oleh konsumen adalah kemudahan proses pendaftaran, perhatian petugas dengan cara menanyakan keluhan atau kerusakan motor, pengecekan akhir setelah motor selesai diservis, pemberian informasi jika ada suku cadang yang perlu diganti, keramahan dan kesopanan karyawan, pemberian garansi servis, perhatian dengan cara mendengarkan keluhan konsumen tentang kerusakan motor oleh mekanik, dan pemberian informasi kepada konsumen tentang kerusakan motor. Adapun berdasarkan diagram *Importance-Performance Analysis*, tidak ada faktor yang kinerjanya menjadi prioritas utama untuk segera diperbaiki. Hal tersebut menunjukkan bahwa kinerja layanan AHASS Kurnia Yogyakarta sudah dinilai baik oleh konsumen dan tugas AHASS Kurnia Yogyakarta adalah tetap mempertahankan kinerja layanan yang telah diraih.

ABSTRACT

ANALYSIS ON THE AHASS CONSUMERS' INTEREST LEVEL AND AHASS SERVICE PERFORMANCE AHASS Kurnia Jaya Yogyakarta Case Study

Catharina Ani Kristanti
Sanata Dharma University
Yogyakarta
2010

The objective of the research is to 1) Know the factors that considered important for the AHASS Kurnia Jaya Yogyakarta consumers based on the Cartesians diagram of *importance and performance analysis* 2) Identify the factors that are needed to be gained in order to improve AHASS Kurnia Jaya Yogyakarta's service performance based on the Cartesians diagram of *importance and performance analysis*.

In the research, the writer uses the primary data that are obtained by questionnaires that were filled by the consumers. The technique that was used to take the sample is *Incidental Sampling Method* towards 100 consumers. The data was analyzed using *Importance-Performance Analysis*.

Based on the result of *Importance-Performance Analysis*, it can be concluded that the factors that are considered important by customers are the ease of registration process, the attention of the official employee that is shown by asking what complaint or damage of the motorcycle is, final checking after motorcycle is provided with repair, giving of information if there are spare parts which need to be replaced, attitude of the official employee, presenting guarantee of maintenance service, attention of the mechanic by listening to the consumer's complaint about the damage of the motorcycle, and giving of information about the damage of motorcycle. Meanwhile, based on the Cartesians diagram of *Importance-Performance Analysis*, there is no factor which the performance being the main priority to be improved. It means that AHASS Kurnia Jaya Yogyakarta is considered satisfactory for the consumers. It means that consumers of AHASS Kurnia Jaya Yogyakarta are satisfied with the services provided.