

ABSTRAK

ANALISIS KEPUASAN PELANGGAN PADA DISTRO TRIGGERS SYNDICATE DI YOGYAKARTA

Studi pada Pelanggan *Triggers Syndicate* di Yogyakarta

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Tujuan penelitian ini adalah untuk mengetahui tingkat kepuasan pelanggan terhadap atribut-atribut *reliability*, *tangible*, *responsiveness*, *assurance*, dan *empathy* pada distro *Triggers Syndicate* di Yogyakarta. Penelitian dilakukan pada bulan Juli 2008 sampai dengan bulan Agustus 2008.

Populasi dari penelitian ini adalah pelanggan distro *Triggers Syndicate* Yogyakarta yang sudah melakukan minimal dua kali transaksi. Sampel penelitian ini sebanyak 100 responden. Teknik pengambilan sampel menggunakan metode *non probability*. Teknik analisis data yang digunakan adalah analisis persentase dan analisis model Tse dan Wilton (IKP).

Hasil penelitian menunjukkan bahwa pada atribut *reliability* 49% responden menyatakan puas, pada atribut *tangible* 51% responden menyatakan sangat puas, pada atribut *responsiveness* 42% responden menyatakan sangat puas, pada atribut *assurance* 47% responden menyatakan puas, pada atribut *empathy* 45% responden menyatakan puas, dan pada rata-rata skor total kepuasan antara kinerja dan harapan mempunyai nilai yang sama, maka dapat disimpulkan bahwa secara umum pelanggan puas terhadap pelayanan yang diberikan oleh Distro *Triggers Syndicate* Yogyakarta.

ABSTRACT

THE ANALYSIS OF CUSTOMER SATISFACTION FROM TRIGGERS SYNDICATE *DISTRO* IN YOGYAKARTA

A Study to the Customers of Triggers Syndicate in Yogyakarta

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The purpose of this research is to find out the level of customer satisfaction from Triggers Syndicate *Distro* in Yogyakarta on several attributes, such as reliability, tangible, responsiveness, assurance, and empathy. The research was performed from July 2008 to August 2008.

The population of this study was the customers who had bought at least twice at Triggers Syndicate amounting to 100 respondents. *Non-probability* method was applied to choose respondents. The data analysis used was *percentage analysis* and Tse and Wilton's models of analysis (IKP).

The results showed that 49% of respondents felt satisfied in reliability attribute; 51% of them felt very satisfied in tangible attribute; 42% felt very satisfied in responsiveness attribute; 47% felt satisfied in assurance; and in empathy attribute, 45% felt satisfied. The *mean* of satisfaction total score of performance and that of expectation had the equivalent value and thereby could be concluded that generally, the customers felt satisfied with the service provided by Triggers Syndicate *Distro* in Yogyakarta.