

**ABSTRAK**

**ANALISIS KEPUASAN KONSUMEN DAN  
LOYALITAS KONSUMEN**

Studi Kasus pada Pusaka Dharma *Ticketing* Yogyakarta

Dharmawan Rahutomo  
Universitas Sanata Dharma  
Yogyakarta  
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Penelitian ini bertujuan untuk mengetahui apakah ada perbedaan tingkat kepuasan konsumen, loyalitas konsumen dan hubungan antara kepuasan konsumen terhadap pelayanan penjualan tiket dengan loyalitas konsumen. Populasi dalam penelitian ini adalah konsumen pengguna jasa dari Pusaka Dharma *Ticketing*. Sampel yang diambil sebanyak 206 responden. Teknik pengambilan sampel menggunakan *non probability sampling* dengan metode *convenience sampling*. Teknik analisis data menggunakan *one way anova* dan korelasi *product moment* dari Pearson. Hasil yang dilakukan dengan *one way anova* menunjukkan bahwa ada perbedaan tingkat kepuasan terhadap pelayanan penjualan tiket antara kelompok konsumen transportasi darat, laut dan udara, dan ada perbedaan tingkat loyalitas terhadap pelayanan penjualan tiket antara kelompok konsumen transportasi darat dengan kelompok konsumen transportasi laut dan udara. Sedangkan pengujian dengan korelasi *product moment* dari Pearson menunjukkan bahwa ada hubungan antara kepuasan konsumen terhadap pelayanan penjualan tiket dengan loyalitas konsumen.

**ABSTRACT**

**AN ANALYSIS ON CUSTOMER SATISFACTION AND CUSTOMER  
LOYALTY**

A Case Study at Pusaka Dharma Ticketing Yogyakarta

Dharmawan Rahutomo  
Sanata Dharma University  
Yogyakarta  
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This research was aimed to find out whether there were level of differences on the customer satisfaction, customer loyalty, and the correlation between the customer satisfaction on ticket sales service and the customer loyalty. The population in this research was the customers of Pusaka Dharma Ticketing. There were 206 respondents as the sample. The sampling technique used was non probability sampling with convenience sampling method. The data were analyzed using one way anova and product moment correlation from Pearson. One way anova showed that there were differences of the satisfaction level on the ticket sales service among customer groups of transportation on land, sea, and air, and there were differences of the loyalty level on the ticket sales service among customer groups of transportation on land, sea, and air. While product moment correlation from Pearson showed that there was a correlation between the customer satisfaction on the ticket sales service and the customer loyalty.