

## ABSTRAK

### ANALISIS PENGARUH RESPON KEPADA PELANGGAN DAN KEMAMPUAN SDM TERHADAP KUALITAS PELAYANAN Studi Kasus Pada Hotel Galuh Anindita Yogyakarta

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Tujuan penelitian ini adalah: 1) mengetahui pengaruh respon kepada pelanggan terhadap kualitas pelayanan. 2) mengetahui pengaruh kemampuan SDM terhadap kualitas pelayanan. 3) mengetahui pengaruh respon kepada pelanggan dan kemampuan SDM secara bersama-sama terhadap kualitas pelayanan.

Teknik pengumpulan data yang digunakan adalah: wawancara, dokumentasi dan kuesioner yang diberikan kepada tamu hotel sebanyak 95 orang. Validitas kuesioner menggunakan rumus *product moment* dan realibilitas kuesioner menggunakan rumus *cronbach alpha*. Teknik analisis data menggunakan teknik analisis regresi linier sederhana dan analisis regresi linier berganda.

Hasil dari penelitian ini adalah: 1) Respon kepada pelanggan berpengaruh positif terhadap kualitas pelayanan, 2) Kemampuan SDM berpengaruh positif terhadap kualitas pelayanan, 3) Respon kepada pelanggan dan kemampuan SDM secara bersama-sama berpengaruh positif terhadap kualitas pelayanan.

## **ABSTRACT**

**AN ANALYSIS ON THE INFLUENCE OF  
CUSTOMER ORIENTATION RESPONSE AND HUMAN RESOURCE  
EXCELLENCE ON THE SERVICE QUALITY  
A Case Study at Galuh Anindita Hotel  
Yogyakarta**

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This research aimed to: 1) find out the influence of customer orientation response on the service quality. 2) find out the influence of human resource excellence on the service quality. 3) find out the influence of customer orientation response and human resource excellence simultaneously on the service quality.

The techniques of data collection that were used are interview, documentation and questionnaire to 95 hotel guests. The Questionnaire validity was tested using Product Moment formula and the questionnaire reliability was tested using Cronbach Alpha formula. The technique of data analysis used Simple Linear Regression and Double Linear Regression analysis technique.

The result of this research were: 1) The customer orientation response had positive influence on service quality, 2) The human resource excellence had positive influence on service quality, 3) The customer orientation response and human resource excellence simultaneously had positive influence on service quality.