

ABSTRAK

ANALISIS KEPUASAN KONSUMEN TERHADAP KUALITAS JASA

Studi Kasus pada Konsumen Rinjani Travel Kantor Agen Pusat Yogyakarta

Martina Theresia Silalahi
Universitas Sanata Dharma
Yogyakarta
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Penelitian ini bertujuan untuk mengetahui seberapa besar kepuasan konsumen terhadap kualitas pelayanan Rinjani Travel, untuk mengetahui apakah terdapat perbedaan kepuasan konsumen terhadap kualitas pelayanan Rinjani Travel berdasarkan jenis kelamin, untuk mengetahui apakah terdapat perbedaan kepuasan konsumen terhadap kualitas pelayanan Rinjani Travel berdasarkan usia, untuk mengetahui apakah terdapat perbedaan kepuasan konsumen terhadap kualitas pelayanan Rinjani Travel berdasarkan tingkat pendidikan, untuk mengetahui apakah terdapat perbedaan kepuasan konsumen terhadap kualitas pelayanan Rinjani Travel berdasarkan pekerjaan. Jenis penelitian ini adalah studi kasus dengan jumlah sampel penelitian sebanyak 100 responden.

Teknik analisis data yang digunakan adalah 1) Analisis Indeks Kepuasan Pelanggan (IKP) untuk mengetahui seberapa puas konsumen terhadap kualitas pelayanan yang diberikan Rinjani Travel 2) Analisis Chi Square untuk mengetahui perbedaan kepuasan konsumen berdasarkan jenis kelamin, usia, tingkat pendidikan, dan pekerjaan.

Dari Analisis Indeks Kepuasan Pelanggan diketahui bahwa 58% konsumen merasa tidak puas dengan pelayanan Rinjani Travel. Dari hasil analisis Chi Square menunjukkan bahwa tidak ada perbedaan kepuasan konsumen terhadap kualitas pelayanan Rinjani Travel berdasarkan jenis kelamin, ada perbedaan kepuasan tingkat kepuasan konsumen terhadap kualitas pelayanan Rinjani Travel berdasarkan usia, tidak ada perbedaan kepuasan konsumen terhadap kualitas pelayanan Rinjani Travel berdasarkan tingkat pendidikan, dan tidak ada perbedaan kepuasan konsumen terhadap kualitas pelayanan Rinjani Travel berdasarkan pekerjaan.

ABSTRACT

AN ANALYSIS OF CONSUMER'S SATISFACTION TOWARDS QUALITY OF SERVICE

Martina Theresia Silalahi

Sanata Dharma University

Yogyakarta

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The objective of the research were to identify the level of consumer's satisfaction towards quality of service of Rinjani Travel, to identify the difference of consumer's satisfaction towards quality of service of Rinjani Travel based on sex, to identify the difference of consumer's satisfaction towards quality of service of Rinjani Travel based on age, to identify the of consumer's satisfaction towards quality of service of Rinjani Travel based on level on education, and to identify the difference of consumer's satisfaction towards quality of service of Rinjani Travel based on professions. The research was a case study with the research 100 respondents as sample.

The analysis technique uses 1) Analysis of Consumer's Satisfaction Index (IKP) to identify how satisfy the consumer's towards quality of service of Rinjani Travel. 2) Chi Square Analysis to identify the differences of consumer's satisfaction based on sex, age, level on education, and professions.

From the Analysis of Consumer's Satisfaction Index, it indicated that the respondents who are dissatisfied towards quality of service of Rinjani Travel as 58%. From Chi Square analysis, it indicated that there was not different of the consumer's satisfaction towards quality of service of Rinjani Travel based on sex, there was different of the consumer's satisfaction towards quality of service of Rinjani Travel based on age, there was not different of the consumer's satisfaction towards quality of service of Rinjani Travel based on level of education, there was no different of the consumer's satisfaction towards quality of service of Rinjani Travel based on professions.