

ABSTRAK

ANALISIS KEPUASAN KONSUMEN TERHADAP MUTU, NILAI, DAN PELAYANAN PADA SEPEDA MOTOR HONDA BEBEK TAHUN PEMBUATAN 1996 SAMPAI 2000

Studi Kasus pada Konsumen PT Astra International Tbk-Honda Cabang
Yogyakarta Jl. Magelang Km. 7,2 Yogyakarta

Yasinta Endah Puspita Yuanasari
Universitas Sanata Dharma
Yogyakarta
2002

Penelitian ini bertujuan untuk mengetahui: (1) Karakteristik konsumen produk Honda, (2) Tingkat kepuasan konsumen terhadap atribut mutu, nilai, dan pelayanan, (3) Ada tidaknya hubungan antara atribut mutu, nilai, dan pelayanan dengan kepuasan konsumen.

Teknik pengumpulan data yang digunakan adalah metode kuesioner (daftar pertanyaan), wawancara, dan dokumentasi. Teknik pengambilan sampel menggunakan metode *simple random sampling*. Sedangkan teknis analisis data untuk menjawab permasalahan dan hipotesis menggunakan analisis Persentase, analisis Indeks Kepuasan Pelanggan dan analisis Konkordansi Kendall.

Hasil penelitian menunjukkan bahwa konsumen yang merasa sangat puas ada 11 orang (36,67%), yang merasa puas ada 10 orang (33,33%), dan yang merasa kurang puas ada 9 orang (30%). Kepuasan yang dirasakan konsumen tersebut disebabkan kinerja/kenyataan telah sesuai bahkan melebihi harapan mereka, sebaliknya konsumen yang merasa kurang puas disebabkan kinerja/kenyataan tidak sesuai atau di bawah harapan mereka. Hasil dari analisis Konkordansi Kendall menunjukkan bahwa harga $X^2 >$ harga-harga kritis pada tabel chi-kuadrat pada taraf signifikansi 5% dan $df = N-1$, yaitu $54,81 > 42,56$ yang berarti terdapat hubungan yang signifikan antara atribut mutu, nilai, dan pelayanan dengan kepuasan konsumen (menolak H_0).

ABSTRACT

THE CUSTOMER SATISFACTION ANALYSIS TOWARDS THE QUALITY, VALUE, AND SERVICE OF HONDA MOTORCYCLE MADE IN 1996 TO 2000

**A Case Study at Customer of PT Astra International Tbk-Honda Yogyakarta,
Magelang Street Km 7,2 Yogyakarta**

**Yasinta Endah Puspita Yuanasari
Sanata Dharma University
Yogyakarta
2002**

The research aimed at knowing: (1) customer characteristic of Honda product, (2) customer satisfaction level, (3) the existence of the relation between quality attribute, value, and service with customer satisfaction.

The data collecting method used in this research was questionnaire method, interview, and documentation. The sample taking technique used were Simple Random Sampling Method. Whereas the data analysis technique used to answer the problem and hypothesis were Percentage analysis, Consumer Satisfaction Index analysis and Kendall Concordance analysis.

The result of research showed that customers who feel very satisfied were 11 people (36,67%), who felt satisfied were 10 people (33,33%), and who felt less-satisfied were 9 people (30%). The satisfaction felt by customer was due to the fact which matched and even exceeded what they expected in the other hand, the less-satisfied customer was caused by the fact that didn't fit or bellow their expectation. The result of Kendall Concordance Analysis showed that X^2 price > critical prices in chi-squae table of 5% significance level and $df = n-1$, namely $54,81 > 42,56$. It meant there was significant relationship between quality attribute, value, and service with customer satisfaction (refusing H_0).