

ABSTRAK

Analisis Kepuasan terhadap Pelayanan dan Loyalitas Konsumen
“Studi Kasus pada Biro Transportasi Rahayu Travel Magelang”

Magelang, 2002

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Penelitian ini bertujuan untuk mengetahui seberapa besar kepuasan yang diperoleh konsumen terhadap tiga atribut pelayanan yakni fasilitas pelayanan, ketepatan waktu dan kenyamanan selama perjalanan serta untuk mengetahui hubungan antara kepuasan dan loyalitas konsumen.

Penelitian ini adalah penelitian lapangan,yaitu dengan mengadakan survei terhadap konsumen Biro Transportasi Rahayu Travel.Analisis kuantitatif yang digunakan adalah Analisis Korelasi Product Moment dari Pearson dan Analisis Korelasi berdasarkan Rangking dari Spearman yang digunakan untuk menguji apakah ada hubungan antara kepuasan dan loyalitas konsumen.

Hasil penelitian menunjukkan,kepuasan yang dicapai konsumen yaitu konsumen yang merasa sangat puas dengan pelayanan dari Rahayu Travel ada 59 orang konsumen (78,6 %), konsumen yang merasa puas ada 9 orang konsumen (12 %), dan konsumen yang kurang puas dengan pelayanan dari Rahayu Travel ada 7 orang konsumen (9,3 %). Konsumen yang merasa sangat puas disebabkan, karena kinerja pelayanan yang melebihi harapan konsumen. Konsumen yang puas disebabkan, kinerja pelayanan sesuai dengan harapan konsumen dan konsumen yang kurang puas disebabkan kinerja pelayanan dibawah harapan konsumen.

Hasil pengujian Analisis Korelasi Product Moment dari Pearson dan Analisis Korelasi berdasarkan Rangking dari Spearman pada permasalah ke-2 menunjukan hasil perhitungan statistik t dari pada harga t tabel pada taraf signifikansi 5% yaitu $4,615 > 0,227$ untuk Pearson dan $9,047 > 1,666$ untuk Spearman yang berarti terdapat hubungan yang signifikan antara kepuasan konsumen terhadap ketiga atribut pelayanan dengan loyalitas konsumen. Hubungan bersifat positif yaitu semakin tinggi tingkat kepuasan konsumen semakin tinggi pula loyalitas konsumen.

ABSTRACT

Analysis of Consumer Satisfaction and Loyalty on the Services
“A Case Study on Biro Transportasi Rahayu Travel Magelang”

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This examination has goal to know how big satisfaction which is got by user/consumer due to three kinds of service. These are service facilities, time accuracy, and freshness along the trip, beside that to know the relation between consumer satisfaction and loyalty.

This examination/experiment is a field experiment which use survey to Rahayu Travel transportation. Quantitative Analysis which is used is correlation product moment analysis from Pearson and correlation analysis based on Rank from Spearman that used to examine is that any relation between consumer satisfaction and loyalty.

The examination result shows satisfaction which is reached by consumer. The result is: the consumer which is really satisfied with Rahayu Travel has 59 people or 78.6%; the consumer which has the general/common feeling with Rahayu travel 9 people or 12%; and the consumers which feel Rahayu Travel less form satisfaction have 7 people or 9.3%. Costumer which is really satisfied is caused by the service that is more than the customer's hope. The satisfied costumer is caused by the service that is suitable with the costumer's hope and costumer which is not satisfied is caused by the service that is lower than the customer's hope.

Examination result which use correlation product moment analysis from Pearson and correlation analysis based on Rank from Spearman on the second problem show statistic calculation result $>$ (more from t table price on significant level 5% that is $4,615 > 0.227$ for Pearson and $9.047 > 1.666$ for Spearman, it means there is significant relation between consumer satisfaction due to three kinds of services with consumer loyalty. This relation has positive character that is if the level consumer satisfaction higher.