

ABSTRAK

**ANALISIS KEPUASAN PELANGGAN TERHADAP KUALITAS
PELAYANAN JASA SPA
Studi Kasus Giri Loka Spa Hotel Melia Purosani Yogyakarta tahun 2004**

**Ireng Laras Tutik
001324037
Universitas Sanata Dharma
Yogyakarta
2005**

Tujuan penelitian ini adalah untuk mengetahui profil pelanggan Giri Loka Spa Hotel Melia Purosani Yogyakarta, tingkat kepuasan pelanggan terhadap kualitas pelayanan jasa spa, apakah ada perbedaan tingkat kepuasan pelanggan terhadap kualitas pelayanan jasa spa berdasarkan tingkat pendidikan, apakah ada perbedaan tingkat kepuasan pelanggan terhadap kualitas pelayanan jasa spa berdasarkan tingkat pendapatan.

Penelitian studi kasus ini dilakukan di Giri Loka Spa Hotel Melia Purosani Yogyakarta. Jumlah sampel dalam penelitian ini adalah 60 orang, dengan menggunakan teknik sampel aksidental. Teknik pengumpulan data yang digunakan adalah kuesioner yang dilengkapi dengan observasi, wawancara dan dokumentasi.

Teknik analisis data yang digunakan adalah Analisis Persentase untuk menganalisis profil pelanggan Giri Loka Spa Hotel Melia Purosani Yogyakarta, Analisis Indeks Kepuasan Pelanggan (IKP) untuk mengukur tingkat kepuasan pelanggan terhadap kualitas pelayanan jasa spa, Analisis Varian untuk mengetahui apakah ada perbedaan tingkat kepuasan pelanggan terhadap kualitas pelayanan jasa spa berdasarkan tingkat pendidikan dan tingkat pendapatan.

Berdasarkan hasil Analisis Persentase diketahui bahwa sebagian besar pelanggan Giri Loka Spa Hotel Melia Purosani Yogyakarta adalah warga negara asing (64,81%), memiliki pekerjaan sebagai karyawan swasta (31,48%), wanita (59,26%), berusia antara 20-30 tahun (27,78%), dengan tingkat pendidikan sarjana (68,52%), jumlah pengeluaran rata-rata perbulan untuk perawatan kecantikan kurang dari Rp 1.000.000,00 (70,37%), dengan status perkawinan menikah (68,52%), tujuan spa untuk perawatan (61,11%), dan ke Yogyakarta untuk liburan (61,11%). Hasil analisis IKP menunjukkan bahwa pelanggan puas terhadap kualitas pelayanan jasa spa di Giri Loka Spa Hotel Melia Purosani Yogyakarta, sedangkan hasil Analisis Varian menunjukkan bahwa tidak terdapat perbedaan tingkat kepuasan pelanggan terhadap kualitas pelayanan jasa spa berdasarkan tingkat pendidikan dan jumlah pengeluaran rata-rata perbulan untuk perawatan kecantikan.

ABSTRACT

**AN ANALYSIS ON THE CUSTOMER SATISFACTION TOWARD THE
SERVICE QUALITY OF SPA SERVICES**

A Case Study on Giri Loka Spa Melia Purosani Hotel Yogyakarta in 2004

**Ireng Laras Tutik
001324037
Sanata Dharma University
Yogyakarta
2005**

This research aims to know the customers' profiles of Giri Loka Spa Melia Purosani Hotel Yogyakarta, the levels of customers' satisfaction toward the service quality of spa services, whether or not there was a difference level of customers' satisfaction toward the service quality of spa services based on the degree of education, whether or not there was a difference level of customers' satisfaction toward the service quality of spa services based on the level of income.

This research was carried out at Giri Loka Spa Melia Purosani Hotel Yogyakarta. The total sample of this research was 60 people, taken with the technique of *Accidental Sampling*. The technique used to collect the data was questionnaire supplemented with observation, interviews and documentation.

The data analysis techniques used in this research were *Percentage Analysis* to analyze customers' profiles of Giri Loka Spa Melia Purosani Hotel Yogyakarta, *Index of Customers' Satisfaction (IKP) Analysis* to measure the levels of customers' satisfaction toward the service quality of spa services, *Varian Analysis* to know whether or not there was a difference level of customers' satisfaction toward the service quality of spa services based on the degree of education and level of income.

Based on *Percentage Analysis*, it was found that some of customers of Giri Loka Spa Melia Purosani Hotel Yogyakarta were foreigners (64,81 %), working as private employees (31,48 %), female (59,26 %), with average age between 20 – 30 years old (27,78 %), with the degree of education bachelor (68,52 %), the expense of beauty treatment per month less than Rp 1,000,000,00 (70,37 %), with married marital status (68,52 %), with the purpose of going to spa to get treatment (61,11 %), and coming to Yogyakarta for holiday (61,11 %). The result of *IKP* analysis showed that the customers were satisfied toward the service quality of spa services at Giri Loka Spa Melia Purosani Hotel Yogyakarta, whereas the result of *Varian Analysis* showed that there was no difference level of customers' satisfaction toward the service quality of spa services based on degree of education and the expense of beauty treatment per month.