

## ABSTRAK

### ANALISIS KEPUASAN KONSUMEN TERHADAP KUALITAS JASA

Studi Kasus: Bengkel Dani Motor di Fajar Mataram RT 12/04 Kec. Seputih  
Mataram, Lampung Tengah

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2016

Penelitian ini bertujuan untuk mengetahui seberapa besar kepuasan konsumen terhadap pelayanan Dani Motor, perbedaan kepuasan konsumen terhadap kualitas pelayanan Dani Motor berdasarkan usia, perbedaan kepuasan konsumen terhadap kualitas pelayanan Dani Motor berdasarkan tingkat pendidikan, dan perbedaan kepuasan konsumen terhadap kualitas pelayanan Dani Motor berdasarkan pekerjaan.

Jenis penelitian ini adalah studi kasus. Penelitian ini dilaksanakan pada bulan September sampai Oktober 2016. Populasi dalam penelitian ini adalah konsumen pengguna jasa Dani Motor. Jumlah responden sebanyak 100 orang. Teknik analisis data yang digunakan adalah 1) Analisis Indeks Kepuasan Pelanggan (IKP) untuk mengetahui seberapa puas konsumen terhadap kualitas pelayanan yang diberikan bengkel Dani Motor 2) Analisis *Chi Square* untuk mengetahui perbedaan kepuasan konsumen berdasarkan usia, tingkat pendidikan, dan pekerjaan.

Hasil Analisis Indeks Kepuasan Pelanggan menunjukkan bahwa 62% konsumen tidak puas dengan kualitas pelayanan yang ditawarkan Dani Motor. Hasil analisis *Chi Square* menunjukkan bahwa ada perbedaan kepuasan konsumen terhadap kualitas pelayanan Dani Motor berdasarkan usia, tidak ada perbedaan kepuasan konsumen terhadap kualitas pelayanan Dani Motor berdasarkan tingkat pendidikan, dan tidak ada perbedaan kepuasan konsumen terhadap kualitas pelayanan Dani Motor berdasarkan pekerjaan.

**ABSTRACT**

**AN ANALYSIS OF CONSUMER'S SATISFACTION TOWARDS  
QUALITY OF SERVICES OF DANI MOTOR**

**Study Case: in Fajar Mataram RT 12/04 Kec. Seputih Mataram, Center  
Lampung**

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2016**

The research aims to identify: (1) the level of consumer's satisfaction towards quality of service of Dani Motor; (2) the difference of consumer's satisfaction towards quality of service of Dani Motor based on age; (3) the difference of consumer's satisfaction towards quality of service of Dani Motor based on education; and (4) the difference of consumer's satisfaction towards quality of service of Dani Motor based on profession.

This research is a case study. The research was conducted from September to October, 2016. Population of the research were consumers of the services of Dani Motor. The population of the research were 100 people. The analysis techniques were 1) Analysis of Consumer's Satisfaction Index (IKP) to identify how satisfy the consumer towards quality of service of Dani Motor; 2) Chi Square analysis to identify the differences of consumer's satisfaction based on age, level on education, and profession.

The result of Analysis of Consumer's Satisfaction Index shows that the respondents who are dissatisfied towards quality of service of Dani Motor is 62%. The result of Chi Square analysis shows that there is different of the consumer's satisfaction towards quality of service of Dani Motor based on age. There is not different of the consumer's satisfaction towards quality of service of Dani Motor based on level of education, and there is not any different of the consumer's satisfaction towards quality of service of Dani Motor based on profession.