

ABSTRAK**PENGARUH KONSEP DIRI, KEPUASAN KERJA, DAN BUDAYA ORGANISASI
TERHADAP KUALITAS PELAYANAN**

Studi Kasus di Mirota Godean

Bernadeta Sinto Wuriyanti
Universitas Sanata Dharma
Yogyakarta
2008

Penelitian ini bertujuan untuk mengetahui pengaruh (1) konsep diri terhadap kualitas pelayanan; (2) kepuasan kerja terhadap kualitas pelayanan; (3) budaya organisasi terhadap kualitas pelayanan; (4) konsep diri, kepuasan kerja, dan budaya organisasi terhadap kualitas pelayanan.

Penelitian ini dilaksanakan di Mirota Godean pada bulan Januari 2008. Populasi penelitian ini adalah seluruh karyawan Mirota Godean yang berjumlah 70 orang. Data dikumpulkan dengan menggunakan observasi, wawancara, kuesioner. Data dianalisis dengan menggunakan analisis regresi.

Hasil penelitian menunjukkan bahwa (1) ada pengaruh positif dan signifikan konsep diri terhadap kualitas pelayanan (t hitung = 6,149); (2) ada pengaruh positif dan signifikan kepuasan kerja terhadap kualitas pelayanan (t hitung = 7,488). (3) ada pengaruh positif dan signifikan budaya organisasi terhadap kualitas pelayanan (t hitung = 5,144). (4) Ada pengaruh positif dan signifikan konsep diri, kepuasan kerja, dan budaya organisasi terhadap kualitas pelayanan (F hitung = 31,511). Besarnya pengaruh konsep diri, kepuasan kerja, dan budaya organisasi terhadap kualitas pelayanan sebesar 62,8%.

ABSTRACT

THE INFLUENCE OF SELF CONCEPT, WORK SATISFACTION, AND ORGANIZATIONAL CULTURE TOWARD SERVICE QUALITY Case Study in Mirota Godean

Bernadeta Sinto Wuriyanti
Sanata Dharma University
Yogyakarta
2008

The aim of the research was to find out the influence of (1) self concept toward service quality; (2) work satisfaction toward service quality; (3) organizational culture toward service quality; (4) self concept, work satisfaction, and organizational culture toward service quality.

The research was conducted in Mirota Godean in January 2008. The population of this research was all workers Mirota Godean which consisted of 70 people. The data collecting techniques used were questionnaire, documentary study, and interviews. The data was analyzed with regression analysis.

The findings were: (1) there was positive and significant influence of self concept toward service quality ($T_{\text{observed}} = 6,149$); (2) there was positive and significant influence of work satisfaction toward service quality ($T_{\text{observed}} = 7,488$); (3) there was positive and significant influence of organizational culture toward service quality ($T_{\text{observed}} = 5,144$); (4) there was positive and significant influence of self concept, work satisfaction, and organizational culture toward service quality ($T_{\text{observed}} = 31,511$). The percentage of the influence of self concept, work satisfaction, and organizational culture toward service quality was 62,8%.