

INTISARI

Penelitian ini dilakukan untuk menganalisis pengaruh *Total Service Quality Management* terhadap kepuasan pelanggan PO. Maju Lancar di Yogyakarta dengan menggunakan 5 dimensi mutu TSQM (Said dalam Ika N Q & Pungky A R, 2011) yaitu; dimensi mutu fisik, dimensi pendukung mutu fisik, dimensi mutu perusahaan/lembaga, dimensi mutu teknikal dan dimensi mutu interaktif. Pengambilan data penelitian menggunakan metode survey dengan menyebarkan kuesioner. Teknik pengambilan sampel penelitian ini menggunakan *purposive sampling*. Jumlah sampel penelitian 100 responden. Penelitian ini menggunakan uji validitas dan uji reliabilitas untuk menyatakan valid dan reliabel instrument penelitian. Analisis data penelitian ini menggunakan regresi linier berganda, uji t dan uji F.

Hasil penelitian ini terdapat pengaruh *Total Service Quality Management* terhadap kepuasan pelanggan pada dimensi mutu fisik, pendukung mutu fisik, mutu perusahaan/lembaga, mutu teknikal dan mutu interaktif terhadap kepuasan pelanggan jasa PO. Maju Lancar di Yogyakarta, baik secara parsial ataupun secara simultan/seluruh dimensi.

Kata kunci: kualitas pelayanan dan kepuasan pelanggan

ABSTRACT

This research was conducted to analyze the influence of Total Service Quality Management to the customers' satisfaction of PO. Maju Lancar in Yogyakarta by using 5 dimensions of TSQM (Said in Ika N Q & Pungky A R, 2011) i.e: physical quality dimension, supporting physical quality dimension, company/institution quality dimension, technical quality dimension and interactive quality dimension. The method used for data collecting was survey method by giving questionnaires to the respondents. The technique used to take the samples of the research was purposive sampling. Out of 100 samples collected. In this research validity and reliability test were conducted to ensure the validity and reliability of the research instruments. Data analyzed used in the research were multiple linear regression, t test and F test.

The result of the research shows that there is an influence of Total Service Quality Management to the customers' satisfaction on the dimensions of physical quality, supporting physical quality, company/institution quality, technical quality and interactive quality dimension forward the customers' satisfaction of PO. Maju Lancar in Yogyakarta, both partially and simultaneously/of all dimension.

Keywords: Service Quality and Customers' Satisfaction