

INTISARI

Total Service Quality Management adalah komitmen yang tepat untuk mengoprasionalisasi konsep yang berfokus pada pelanggan, menetapkan standar kinerja jasa dan memelihara antusiasme pelanggan pada segala waktu dan pangsa pasar (Stamatis, 1996 dalam Tjiptono, 2005). Penelitian ini dilakukan bertujuan untuk menganalisis pengaruh *Total Service Quality Management* terhadap kepuasan pelanggan (pelanggan jasa penerbangan pesawat Lion Air di Yogyakarta) dengan menggunakan 5 dimensi TSQM (Said, 2004) yaitu dimensi mutu fisik, pendukung mutu fisik, mutu perusahaan/lembaga, mutu teknikal, dan mutu interaktif.

Pengambilan data penelitian menggunakan metode survei, dengan menyebar kuesioner. Teknik pengambilan sampel penelitian ini menggunakan purposive sampling. Alat analisis menggunakan Regresi Linear Berganda, F test, dan t test.

Hasil penelitian ini menunjukkan bahwa H1 yaitu *Total Service Quality Management* yang terdiri dari 5 dimensi yaitu, dimensi mutu fisik, pendukung mutu fisik, mutu perusahaan/lembaga, mutu teknikal, dan mutu interaktif berpengaruh signifikan terhadap kepuasan pelanggan. H2 yaitu Mutu fisik tidak berpengaruh signifikan terhadap kepuasan pelanggan. H3 yaitu Pendukung mutu fisik berpengaruh signifikan terhadap kepuasan pelanggan. H4 yaitu Mutu perusahaan/lembaga berpengaruh secara signifikan terhadap kepuasan pelanggan. H5 yaitu Mutu teknikal berpengaruh signifikan terhadap kepuasan pelanggan. H6 yaitu Mutu interaktif berpengaruh signifikan terhadap kepuasan pelanggan.

Kata kunci : *Total Service Quality Management*, kepuasan

ABSTRACT

Total Service Quality Management is a proper commitment to operate a customer-based concept, establish a service performance standard and maintain customers' enthusiasm at any time and in any market share (Stamatis, 1996 in Tjiptono, 2005). This research is done to analyze the effects of Total Service Quality Management on customers' satisfaction (Customers of Lion Air flight service in Yogyakarta) by applying 5 TSQM dimension (Said, 2004). The 5 TSQM dimensions cover dimension of physical quality, supporting physical quality, company/institution quality, technical quality, and interactive quality.

The research data collection is taken by applying survey method and by distributing questionnaire. The research sample collection technique used is purposive technique. The analysis employs Multiple Linear Regression, F test, and t test.

The research result shows that H1 that is Total Service Quality Management consisting of 5 dimensions cover dimension of physical quality, supporting physical quality, company/institution quality, technical quality, and interactive quality significantly affects the customers' satisfaction. H2 that is Physical Quality does not significantly affect the customers' satisfaction. H3 that is Supporting Physical Quality significantly affects the customers' satisfaction. H4 that is Company/Institution Quality significantly affects the customers' satisfaction. H5 that is Technical Quality significantly affects the customers' satisfaction. H6 that is Interactive Quality significantly affects the customers' satisfaction.

Keywords: *Total Service Quality Management, satisfaction.*