

ABSTRAK
SEKOLAH TINGGI ILMU KESEHATAN (STIK)
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Analisis Kepuasan Pelanggan Jasa Servis Kendaraan Roda 4 di Bengkel Auto 2000 Kota Sekayu Kabupaten Musi Banyuasin Tahun 2024

(xv + 58 halaman , 13 Tabel , 2 Bagan, 6 Lampiran)

Kepuasan dihasilkan dari akumulasi pelanggan setelah menggunakan layanan. Apabila pelanggan berfikir positif terhadap suatu layanan akan menghasilkan kepercayaan pelanggan untuk terus menggunakan layanan dan menyarankan orang lain untuk datang ketempat yang sama. Dalam meningkatkan fungsi pelayanan jasa servis harus memperhatikan kualitas pelayanan yang diberikaan agar mencapai kepuasan masyarakat.

Penelitian ini bertujuan diketahuinya Kepuasan Pelanggan Jasa Service Terhadap Mutu Pelayanan di Bengkel Auto 2000 Kota Sekayu Kabupaten Musi Banyuasin Tahun 2024. Penelitian dilaksanakan pada tanggal 1 s.d 17 Juli Tahun 2024. Jenis penelitian ini kuantitatif dengan desain survey analitik dengan pendekatan *cross-sectional*. Populasi adalah pengunjung jasa servis kendaraan roda 4 ke Auto 2000 selama bulan Juli 2024 berjumlah 624 orang dan sampel sebanyak 86 responden. Teknik pengumpulan data dilakukan dengan cara memberikan kuesioner serta mengajukan metode wawancara dan observasi. Teknik pengambilan sampel yaitu *accidental sampling*. Analisis data secara univariat dan bivariat.

Berdasarkan hasil analisis univariat didapatkan kepuasan pelanggan (58,1%), *tangible* baik (57,0%), *reliability* baik (58,1%), *responsiveness* baik (55,8%), *assurance* baik (59,3%), dan *emphaty* baik (54,7%). Hasil uji statistik *chi square* didapatkan ada hubungan antara *tangible* (*p value* 0,000), *reliability* (*p value* 0,000), *responsiveness* (*p value* 0,000), *assurance* (*p value* 0,000), *emphaty* (*p value* 0,000) terhadap kepuasan pelanggan.

Simpulan adanya hubungan *tangible*, *reliability*, *responsiveness*, *assurance*, *emphaty* dengan kepuasan pelanggan. Diharapkan kepada Bengkel Auto 2000 Kota Sekayu dapat mempertahankan mutu pelayanan yang baik kepada pelanggan.

Kata Kunci : Mutu pelayanan, Kepuasan pelanggan, jasa servis
Daftar Pustaka : 37 (2017 – 2023)

ABSTRACT

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Customer Satisfaction Analysis of 4-Wheeled Vehicle Servis at Auto 2000 Workshop, Sekayu City, Musi Banyuasin Regency in 2024

(xv + 58 pages, 13 Tables, 2 Charts, 6 Attachments)

Satisfaction is generated from the accumulation of customers after using the service. If customers think positively about a service, it will generate customer trust to continue using the service and recommend others to come to the same place. In improving the function of service services, attention must be paid to the quality of service provided in order to achieve public satisfaction.

This study aims to determine the Satisfaction of Service Customers with Service Quality at the Auto 2000 Workshop, Sekayu City, Musi Banyuasin Regency in 2024. The study was conducted on July 1-17, 2024. This type of research is quantitative with an analytical survey design with a cross-sectional approach. The population is visitors to the 4-wheeled vehicle service to Auto 2000 during July 2024 totaling 624 people and a sample of 86 respondents. The data collection technique was carried out by providing questionnaires and submitting interview and observation methods. The sampling technique is accidental sampling. Data analysis is univariate and bivariate.

Based on the results of univariate analysis, customer satisfaction was obtained (58.1%), good tangible (57.0%), good reliability (58.1%), good responsiveness (55.8%), good assurance (59.3%), and good empathy (54.7%). The results of the chi square statistical test showed that there was a relationship between tangible (p value 0.000), reliability (p value 0.000), responsiveness (p value 0.000), assurance (p value 0.000), empathy (p value 0.000) and customer satisfaction.

The conclusion is that there is a relationship between tangible, reliability, responsiveness, assurance, empathy and customer satisfaction. It is expected that Bengkel Auto 2000 Kota Sekayu can maintain good service quality to customers.

Keywords : Servis quality, Customer satisfaction, servis

Bibliography : 37 (2017 – 2023)