

## INTISARI

Penelitian ini bertujuan untuk menganalisis tentang implementasi (penerapan) *quality control* pada gudang *sparepart* PT. Astra Interbasional,Tbk-Honda (HSO) Yogyakarta pada kepuasan konsumen (*customer satisfication*). Jenis dan sumber data yang digunakan dalam penelitian ini adalah teknik *non probability sampling* dengan cara *purposive*. Untuk metode analisis digunakan metode analisis koding dengan melakukan wawancara dengan pihak internal PT. Astra Interbasional,Tbk-Honda (HSO) Yogyakarta (pimpinan gudang, karyawan gudang dan SPV divisi *sparepart*), dan pihak eksternal (perwakilan dari beberapa Ahass). Dari penelitian ini dapat disimpulkan berdasarkan hasil wawancara bahwa variable *quality control* yang terdiri dari dimensi *performance, reability, conformance, durability, serviceability* memiliki pengaruh pada kepuasan konsumen.

**Kata kunci:** *Quality Controll, Performance, Reability, Conformance, Durability, Serviceability, Customer Stasisfication*

## **ABSTRACT**

*This study aims to analyze the implementation (implementation) of quality control on the spare part of PT. Astra Interbasional, Tbk-Honda (HSO) Yogyakarta on customer satisfaction (customer satisfaction). Types and sources of data used in this study is a technique of non probability sampling by way of purposive. For the method of analysis used the method of coding analysis by conducting interviews with the internal PT. Astra Interbasional, Tbk-Honda (HSO) Yogyakarta (warehouse manager, warehouse employee and SPV spare part division), and external parties (representatives from several Ahass). From this research can be concluded based on interview result that variable quality control which consist of performance dimension, reability, conformance, durability, serviceability have influence to consumer satisfaction.*

***Keywords : Quality Controll, Performance, Reability, Conformance, Durability, Serviceability, Customer Stasisfication***