

## **INTISARI**

Penelitian ini bertujuan untuk mengetahui dan menganalisa seberapa besar pengaruh pelayanan terhadap kepuasan pelanggan terhadap proses klaim Jaminan Hari Tua di BPJS Ketenagakerjaan Cabang Yogyakarta. Dalam penelitian ini kualitas pelayanan didapat menurut Brady dan Conin (2011) meliputi Kualitas interaksi (Interaction Quality), Kualitas lingkungan fisik (Physical Environment Quality), dan Kualitas Hasil (outcome quality). Teknik pengumpulan data yang digunakan adalah wawancara kepada petugas pelayanan dan pemasaran BPJS Ketenagakerjaan serta pelanggan BPJS Ketenagakerjaan. Berdasarkan hasil analisis pelanggan BPJS Ketenagakerjaan merasa puas atas pelayanan yang diberikan oleh BPJS Ketenagakerjaan baik saat melayani pelanggan maupun fasilitas yang tersedia

Kata Kunci : Kualitas Pelayanan, Kualitas interaksi (Interaction Quality), Kualitas lingkungan fisik (Physical Environment Quality), Kualitas Hasil (outcome quality), Kepuasan Pelanggan, BPJS Ketenagakerjaan

## **ABSTRACT**

This study aims to determine and analyze how much influence the service to customer satisfaction of the claim process Old Age in BPJS Employment Branch Yogyakarta. In this study, the quality of service obtained by Brady and Conin (2011) includes Interaction Quality, Physical Environment Quality, and Outcome Quality. Data collection techniques used are interviews to service and marketing officers BPJS Employment and BPJS Employment customers. Based on the results of customer analysis BPJS Employment feel satisfied for services provided by BPJS Employment both when serving customers and facilities available

**Keywords:** Quality of Service, Interaction Quality, Physical Environment Quality, Outcome Quality, Customer Satisfaction, BPJS Employment