

PENGUKURAN KUALITAS LAYANAN DISTRIBUTOR PRODUK MINUMAN DAUN TEH DI CV. AGRINDO SUPRAFOOD

INTISARI

Kepuasan pelanggan sangatlah berpengaruh terhadap keberhasilan suatu pelayanan kepada pelanggan. Tingginya tingkat kepuasan konsumen terhadap layanan perusahaan akan berpengaruh terhadap peningkatan jumlah konsumen. Adanya peningkatan jumlah konsumen akan memudahkan perusahaan untuk mencapai tujuan yaitu mendapatkan laba yang maksimal. Untuk memberikan tingkat kepuasan kepada pelanggan perusahaan harus mengetahui bagaimana produk itu di pasaran serta tanggapan dari para konsumen.

Penelitian ini bertujuan untuk menganalisa dimensi kualitas pelayanan distributor CV. Agrindo Suprafood terhadap produk minuman daun teh pada setiap variabel yaitu *reliability*, *responsiveness*, *assurance*, *emphaty*, dan *tangible*. Subyek penelitian adalah 67 responden yang menjadi pedagang pengecer produk minuman daun teh CV. Agrindo Suprafood. Metode Penelitian yang digunakan dalam penelitian ini adalah metode observasi, wawancara, kuesioner, dan studi kepustakaan dengan menggunakan skala likert dan metode penentuan sampel yang digunakan adalah proposional *sampling* sebanyak 67 sampel. Hasil analisa data dengan menggunakan metode *service quality* dengan analisa statistik *descriptive*.

Hasil dari penelitian kualitas pelayanan pelanggan untuk setiap variabel, pada variabel empati mendapati nilai rata-ratanya 4,14. Kedua yaitu variabel kehandalan dimana nilai rata-ratanya 4,03. Ketiga yaitu variabel daya tanggap dengan nilai rata-ratanya 3,99. Pada urutan keempat terdapat variabel jaminan dengan nilai rata-rata 3,97. Terakhir variabel bukti fisik dengan nilai rata-ratanya 3,89. Rata-rata setiap variabel setuju dengan pelayanan yang diberikan oleh CV. Agrindo Suprafood, sehingga harus tetap dipertahankan dan lebih ditingkatkan kembali.

Kata Kunci : kepuasan pelanggan, pelayanan terhadap konsumen, *service quality*

SERVICE QUALITY MEASUREMENT OF TEA LEAVES BEVERAGES PRODUCT OF CV. AGRINDO SUPRAFOOD

ABSTRACT

Customer's satisfaction plays important role in achieving an optimal services to customer. The more satisfied the customer with services served by the company, the more number of customer who are attracted to the services offered. Increasing number of customers makes the company easier to achieve its goal, which is to gain profit as many as possible. In order to realize customer's satisfaction, company urged to know the product's position in the market and the customer's response to the product.

This research aimed at doing quality dimension analysis of CV. Agrindo Suprafood's services to its beverages product (tea leaves) in its reliability variable, responsiveness variable, assurance variable, empathy variable and tangibility variable. The subject of this research are 67 respondents, who are the retailer of CV. AgrindoSuprafood's tea leaves beverages products. Research methods applied are observation, interview, questionnaire, and literature review with Likert Scale and proportional sampling for 67 respondent as its sample determination method. Data analysis conducted with service quality method with descriptive statistic analysis.

The result of customer service quality, the average of empathy variable is 4.04. Second variable, which is reliability variable, has 4.03 as its average. Third variable, responsiveness variable's average is 3.99. Assurance variable, as fourth variable, has 3.97 as its average and the last variable, tangibility variable's average is 3.89. The average of every variable shows an agreement of services offered by CV. Agrindo Suprafood, demand the company to maintain and improve the services.

Keywords : Customer's satisfaction, services offered to customer, *service quality*