

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas pelayanan yang terdiri dari bukti fisik, keandalan, daya tanggap, jaminan, dan empati terhadap kepuasan konsumen pada Stasiun Besar Yogyakarta.

Dalam penelitian ini, penulis mengumpulkan data dengan menggunakan kuesioner, dengan jumlah responden yang didapat adalah 60 orang. Responden diambil dengan teknik nonprobability sampling dengan pendekatan accidental sampling. Data kuesioner dianalisa menggunakan teknik analisis deskriptif dengan aplikasi SPSS v22.

Hipotesis penelitian ini adalah H_a = Kualitas pelayanan berpengaruh positif terhadap kepuasan konsumen. H_o = Kualitas pelayanan tidak berpengaruh positif terhadap kepuasan konsumen. Hipotesis diuji dengan uji t, uji f, dan uji determinan.

Hasil analisa dan uji hipotesis menunjukkan variabel kualitas pelayanan yang terdiri dari *tangible* (bukti fisik), *reliability* (keandalan), *responsiveness* (daya tanggap), *assurance* (jaminan), dan *emphaty* (empati) berpengaruh positif dan signifikan terhadap kepuasan konsumen.

Kata Kunci : kualitas pelayanan, *tangible*, *reliability*, *responsiveness*, *assurance*, *emphaty*, kepuasan konsumen

ABSTRACT

This research aimed to analyse the influence of serving quality which contains tangible, reliable, responsiveness, assurance, and empathy toward the satisfaction of Stasiun Besar Yogyakarta consumers.

Writer gathered datas by using questioner, with amount of respondents taken were 60 people. Respondents were taken by non-probability sampling technique with accidental sampling approach. Questioner data was analysed by using descriptive analysis technique with SPSS 22 application.

Hipotesis of this research are H_a = The service quality influences positively to the consumer's satisfaction, H_o = The service quality does not influences to the consumer satisfaction. The hypothesis are examined by using examination t , examination f , and determinant examination.

Result of the hypothesis examination showed that a variable of service quality which contains tangibility, reliability, responsiveness, assurance, and empathy influenced positively significantly toward consumer's satisfaction.

Keywords: service quality, tangible, reliability, responsiveness, assurance, empathy, consumer's satisfaction