

INTISARI

Tujuan penelitian ini adalah untuk (1) menguji pengaruh kualitas pelayanan yang berpengaruh signifikan terhadap kecenderungan berperilaku, dan (2) mengkaji dimensi yang paling dominan mempengaruhi kecenderungan berperilaku pada layanan yang diberikan oleh Bank BPD cabang Sleman.

Obyek penelitian adalah perusahaan jasa yaitu Bank BPD cabang Sleman, sedangkan subyek penelitian adalah para pelanggan atau nasabah Bank BPD cabang Sleman. Penelitian ini menggunakan metode *convenience sampling* yaitu metode yang memilih sampel dari elemen populasi orang. Sampel pada penelitian ini sebanyak 100 nasabah Bank BPD cabang Sleman. Variabel dependen adalah kecenderungan berperilaku (*behavioral intentions*), sedangkan variabel independennya adalah kualitas pelayanan. Analisis data menggunakan regresi berganda dengan uji F dan uji t.

Hasil penelitian menemukan (1) ada pengaruh yang signifikan antara variabel kualitas pelayanan terhadap kecenderungan berperilaku (*behavioral intentions*) secara simultan baik yang *favorable* maupun yang *unfavorable*. (2) Hasil analisis pada *behavioral intentions favorable* diperoleh koefisien determinasi (*R square*) sebesar 0,728 yang berarti 72,8% variasi *behavioral intentions favorable* dapat dijelaskan oleh kualitas pelayanan (*tangibles, reliability, responsiveness, assurance, dan empathy*), sedangkan sisanya sebesar 27,2% dipengaruhi oleh faktor lain di luar model. Hasil analisis pada *behavioral intentions unfavorable* diperoleh koefisien determinasi (*R square*) sebesar 0,820 yang berarti 82% variasi *behavioral intentions unfavorable* dapat dijelaskan oleh kualitas pelayanan (*tangibles, responsiveness, assurance, dan empathy*), sedangkan sisanya sebesar 18% dipengaruhi oleh faktor lain di luar model. (3) Berdasarkan uji t hanya *reliability* yang berpengaruh signifikan secara parsial terhadap *behavioral intentions* baik yang *favorable* maupun *unfavorable* ($\alpha < 0,05$), sedangkan *tangibles, responsiveness, assurance, dan empathy*, secara parsial tidak berpengaruh signifikan terhadap *behavioral intentions* baik yang *favorable* maupun *unfavorable* ($\alpha < 0,05$). (4) Kualitas pelayanan (*reliability*) mempunyai pengaruh paling signifikan (dominan) terhadap *behavioral intentions* baik yang *favorable* maupun *unfavorable*.

Kata Kunci: Kualitas Pelayanan dan Kecenderungan Berperilaku (Behavioral

ABSTRACT

The objectives of the research are (1) examining the effect of service quality that has the significance influence with the behavioral intentions, and (2) analyzing the main dimension that influences the behavioral intentions in the service that is given by Bank BPD cabang Sleman.

The object of the research is Bank BPD cabang Sleman, and the subject of the research is the customers of Bank BPD cabang Sleman. This research uses the convenience sampling method is the method that chooses the sample from the people population element. The sample of the research is as many as 100 customers of Bank BPD cabang Sleman. Dependent variable is the behavioral intentions while the independent variable is the service quality. The data analysis uses the multiple regression analysis with F-Test and T-Test.

The research findings are: (1) The significant influence between the service quality variable with the behavioral intentions is simultaneous both favorable and unfavorable. (2) The analysis result of the favorable behavioral intentions received by R square is 0,728, which means of 72,8%, the variation of favorable behavioral intentions can be explained by the service quality (tangibles, reliability, responsiveness, assurance, and empathy), while the remainder is 27,2% influenced by the other factor in the external model. The analysis result of unfavorable received by R square is 0,820, which means of 82% the variation of unfavorable behavioral intentions can be explained by the service quality (tangibles, responsiveness, assurance, and empathy), while the remainder is 18% influenced by the other factor in the external model. (3) Based on T-Test, only reliability that has the personal significant influence to the favorable and unfavorable behavioral intentions, while tangibles, responsiveness, assurance, and empathy, does not have the personal significant influence to the favorable and unfavorable behavioral intentions. (4) The service quality (reliability) has the most significant influence to the favorable and unfavorable behavioral intentions.

Key words: The Service Quality and Behavioral Intentions