

INTISARI

Perkembangan teknologi informasi telah menyebabkan meningkatnya keinginan masyarakat untuk mendapatkan informasi dari seluruh dunia dengan cepat, hal ini dapat dilihat dengan meningkatnya penggunaan internet sehingga persaingan didalam bisnis ini semakin ketat. Tujuan organisasi bisnis adalah menghasilkan produk yang dapat memuaskan pelanggan. Intersat adalah salah satu warnet di Yogyakarta yang menyediakan berbagai fasilitas dan pelayanan akses internet kepada pelanggan, sebagai organisasi bisnis yang menghasilkan jasa warnet Intersat berusaha memberikan pelayanan yang berkualitas kepada seluruh pelanggannya tanpa harus membedakan gender pelanggan, dimana gender pelanggan dipandang sebagai individu yang dapat memberikan penilaian subyektif terhadap pelayanan yang diberikan, sehingga diharapkan kepuasan pelanggan pria dan wanita tidak terdapat perbedaan, karena standar pelayanan yang diberikan adalah sama antara pelanggan pria dan wanita.

Penelitian ini bertujuan, pertama; menganalisis pengaruh kualitas pelayanan terhadap kepuasan pelanggan dengan menggunakan lima dimensi kualitas yang dikembangkan Parasuraman et. al, 1985 (dalam Yamit, 2002); kedua, menganalisis perbedaan kualitas pelayanan yang dirasakan pelanggan antara pelanggan pria dan wanita; ketiga menganalisis perbedaan kepuasan pelanggan antara pelanggan pria dan wanita dari pelayanan yang diberikan. Uji hipotesis menggunakan analisis regresi linier berganda, *two way ANOVA*, dan Uji T untuk dua sampel tidak berpasangan (*Independent Sample T Test*).

Sampel diambil dari pelanggan yang menggunakan jasa layanan akses internet Warnet Intersat Jl. Timoho 70A Yogyakarta. Penelitian ini berhasil menganalisis bahwa kualitas pelayanan berpengaruh secara signifikan terhadap kepuasan pelanggan. Dari analisis yang kedua, disimpulkan tidak terdapat perbedaan kualitas pelayanan yang dirasakan antara pelanggan pria dan wanita, dari kualitas pelayanan yang meliputi; *reliability, responsiveness, assurance, empathy dan tangible*. Tidak terdapat perbedaan yang signifikan antara kepuasan pelanggan pria dan wanita dari kualitas pelayanan Warnet Intersat Jl. Timoho 70A Yogyakarta.

Kata kunci: Kualitas Pelayanan, Kepuasan Pelanggan, Gender

ABSTRACT

Growth of information technology have caused the increasing of society desire to get the information from in the world swiftly, this is visible at the height of use internet so that competition in this business progressively tighten. Organization of business target is yield the product which can gratify the customer, Intersat as one of internet cafe in Yogyakarta providing various facility and service access the internet to customer, as business organization yielding service, Intersat internet cafe try to give the service which with quality to entire its customer without having to differentiate the gender customer, where is gender of customer viewed as a individual which can give the assessment subyektif to given service. Is so that expected customer satisfaction of male and female do not there are difference, because service standard given is of equal between customer male and female.

This research aim to be, first; analysing influence of service quality to customer satisfaction by using five quality dimension developed by Parrasuraman et. al, 1985 (in Yamit, 2002); second, analysing difference of service quality feel by customer of between customer of man and woman; third analyse the difference of customer satisfaction between customer of male and female from given service. Hypothesis test use analysis the multiple linear regression, two way ANOVA, and Independent Sample T Test.

Sampel taken away from customer using service access the internet in the Intersat internet cafe at Jl. Timoho 70A Yogyakarta. This Research result that service quality have an effect on by significant to customer satisfaction, from each variable of service quality having an effect on by significant is variable reliability, assurance, emphaty and tangible, while variable responsiveness do not have an effect on to customer satisfaction. From secondary analysis, do not there are difference of service quality which is felt between customer of male and female covering; variable of quality service reliabillity, assurance, emphaty and tangible, while variable of quality service responsivenesses felt by customer differ which significant between customer of male and female. Do not there are significant difference between customer satisfaction of male and female from quality service of Intersat internet cafe at Jl. Timoho 70A Yogyakarta.

Keyword: Service Quality, Customer Satisfaction, Gender