ABSTRAK

Penelitian ini adalah untuk menganalisis pengaruh kualitas pelayanan terhadap kepuasan pelanggan pada Suzuki Indo Jaya Dongkelan Yoyakarta di unit pemeliharaan terdapat *gap* (kesenjangan), salah satu *gap* antara kinerja kualitas pelayanan dan harapan pelayanan. Maka dari itu perlu diteliti mengenai *gap* (kesenjangan) tersebut.

Mengenai cara untuk mengetahui pengaruh kualitas pelayanan terhadap kepuasan pelanggan pada Suzuki Indo Jaya Dongkelan Yogyakarta di unit pemeliharaan dengan menggunakan lima dimensi kualitas pelayanan *(SERVQUAL), yaitu reliability, tangibles, responsiveness, assurance dan emphaty.*

Hasil dari penelitian ini adalah terdapat *gap* (kesenjangan) antara kinerja dan harapan, terutama pada *variabel reliability* dan *responsiveness.* Artinya jika kedua variabel tersebut ditingkatkan dalam kinerjanya, maka akan berpengaruh terhadap meningkatnya kepuasan pelanggan pada Suzuki Indo Jaya Dongkelan Yogyakarta.

Kata Kunci : dimensi kualitas pelayanan, kepuasan pelanggan

ABSTRACT

This research is know the effect of quality service on customer satisfaction in Suzuki Indo Jaya Dongkelan Yogyakarta at maintenance unit. Quality service that was delivered by Suzuki Indo Jaya Dongkelan Yogyakarta at maintenance unit showed that there were gaps. One of the group is between quality service and service delivery. So that it needs to be analysis.

To explain how to identify the effect of quality service on customer satisfaction in Suzuki Indo Jaya Dongkelan Yogyakarta at maintenance by using five dimension of quality services (SERVQUAL) that is reliability, tangibles responsiveness, assurance and emphaty.

The result this research is that there were gaps between quality services specification and service delivery, especially in variable assurance and responsiveness. It means that if the two variable will be increased in delivery, so it will influence the increasing quality service in Suzuki Indo Jaya Dongkelan Yogyakarta.

Key word : quality service dimension, customer satisfaction.