

ABSTRACT

This research aim to analyse variable influence quality of service (*reliability, responsiveness, emphaty, assurance and tangibles*) to customer satisfaction at Travel Prismas Yogyakarta. Side that also is done analysis to know factor (variable) which most dominant from dimension quality of service Travel Prismas Yogyakarta.

Sample in research is selected to applies *purposive sampling*, 100 customer client Travel Prismas Yogyakarta. Analyzer applied is doubled Tinier regression, t-test, f-test and determination analysis.

Result of analysis show that from 5 dimension quality of service, 3 variable that is *Reliability, Responsiveness* and *Emphaty* doesn't have an effect on to customer satisfaction. While variable *Assurance* and *Tangibles* influential positive to customer satisfaction. Variable *reliability* its the influence dominance to customer satisfaction Travel Prismas Yogyakarta.

Keyword : Customer Satisfaction, Quality of Service (Reliability, Responsiveness, Assurance, Emphaty and Tangibles).

INTISARI

Penelitian ini bertujuan untuk menganalisis pengaruh variabel kualitas jasa (*reliability, responsiveness, empathy, assurance* dan *tangibles*) terhadap kepuasan pelanggan pada Travel Prisma Yogyakarta. Disamping itu juga dilakukan analisis untuk mengetahui faktor (variabel) yang paling dominan dari dimensi kualitas jasa Travel Prisma Yogyakarta.

Sampel dalam penelitian dipilih menggunakan *purposive sampling*, sebanyak 100 orang pelanggan Travel Prisma Yogyakarta. Alat analisis yang digunakan adalah regresi linier berganda, uji-t, uji-f dan analisis determinasi.

Hasil analisis menunjukkan bahwa dari 5 dimensi kualitas jasa, 3 variabel yaitu *Reliability, Responsiveness* dan *Empathy* tidak berpengaruh terhadap kepuasan pelanggan. Sedangkan variabel *Assurance* dan *Tangibles* berpengaruh positif terhadap kepuasan pelanggan. Variabel *reliability* dominan pengaruhnya terhadap kepuasan pelanggan Travel Prisma Yogyakarta.

Kata kunci : Kepuasan Pelanggan, Kualitas Jasa (Reliability, Responsiveness, Assurance, Empathy dan Tangibles).