

INTISARI

Penelitian ini bertujuan untuk menganalisis pengaruh *Total Service Quality Management* (TSQM) terhadap kepuasan pelanggan (pelanggan jasa bus Trans Jogja) dengan menggunakan 5 dimensi mutu TSQM (Said, 2004) yaitu dimensi mutu fisik, mutu pendukung fisik, mutu perusahaan/lembaga, mutu teknikal, dan mutu interaktif. Pengambilan data penelitian menggunakan metode survai dengan menyebarkan kuesioner. Teknik pengambilan sampel penelitian ini menggunakan *purposive sampling*. Jumlah sampel penelitian 100 dan yang dapat diolah lebih lanjut 88 sampel. Analisis data yang dilakukan menggunakan analisis regresi linier berganda, F test dan t test

Hasil penelitian menunjukkan bahwa terdapat pengaruh *Total Service Quality Management* terhadap kepuasan pelanggan pada dimensi mutu fisik, pendukung mutu fisik, mutu perusahaan/lembaga, mutu teknikal, dan mutu interaktif terhadap kepuasan pelanggan jasa bus Trans Jogja, baik secara parsial ataupun secara simultan/seluruh dimensi. Dimensi yang paling berpengaruh terhadap kepuasan pelanggan adalah dimensi mutu pendukung fisik.

Kata kunci: Total Service Quality Management, kepuasan pelanggan

ABSTRACT

This research having a purpose to analyzing influence of Total Service Quality Management (TSQM) to customer satisfaction (customer in this research is the passengers of Trans Jogja's Bus) by using 5 dimensions of TSQM (Said, 2004) which consist of physical quality dimension, supporting physical quality, company/institution quality, technical quality dimension, and interactive quality dimension. Data obtained through primary data by sharing questionnaire to respondent. The method used for data collecting was survey method by giving questionnaires to the respondents. The sample collected using purposive sampling method. The number of samples which collected approximately to 100 samples, only 88 samples can be analyzed. Data analysis conducting by using double linear regression, F test and t test.

Result of this research showing that there is an influence of Total Service Quality Management to the customers satisfaction on the dimensions of physical quality, supporting physical quality, company/institution quality, technical quality, and interactive quality dimension, both partially and simultaneously. The dimension have most significance influence to the customer satisfaction is the supporting physical quality dimension.

Keywords: Total Service Quality Management, Customer Satisfaction