ANALISIS KEPUASAN PELANGGAN TERHADAP KUALITAS PELAYANAN DENGAN MENGGUNAKAN METODE *IMPORTANCE PERFORMANCE ANALYSIS* PADA KANTOR MASKAPAI GARUDA INDONESIA ROYAL AMBARRUKMO YOGYAKARTA

ABSTRAK

Penelitian kuantitatif deskriptif ini bertujuan untuk menganalisis kepuasan pelanggan terhadap kualitas pelayanan pada Kantor Maskapai Garuda Indonesia Cabang Royal Ambarukmo Yogyakarta dengan menggunakan metode *Importance Performance Analysis (IPA).* Kualitas pelayanan diukur berdasarkan dimensi: (1) Bukti Fisik, (2) Kehandalan*, (3)* Daya Tanggap, (4) Empati, (5) Jaminan. *Importance Performance Analysis* menghasilkan Diagram Kartesius yang dihasilkan dari perbandingan antara harapan pelanggan dan kinerja perusahaan. Sampel penelitian ini adalah 100 pelanggan yang memiliki kartu keanggotaan GarudaMiles Platinum yang berdomisili di Yogyakarta dan pernah merasakan pelayanan di kantor Garuda Indonesia Royal Ambarukmo. Metode IPA menghasilkan Diagram Kartesius yang terbagi menjadi 4 kuadran: A (Harapan Tinggi – Kinerja Rendah), B (Harapan Tinggi – Kinerja Tinggi), C (Harapan Rendah – Kinerja Rendah), D (Harapan Rendah – Kinerja Tinggi). Dari hasil pemetaan Diagram Kartesius dapat diketahui letak setiap item pertanyaan untuk semua dimensi kualitas pelayanan. Dari 24 items yang digunakan untuk mengukur kepuasan atas dimensi kualitas pelayanan, 3 item masuk di Kuadran A *(Improve)*, 9 item di Kuadran B *(Maintenance)*, 6 item di Kuadran C *(Low Priority)* dan 6 item di Kuadran D *(Over)*. Dengan demikian disimpulkan bahwa responden merasa puas dengan pelayanan Kantor Maskapai Garuda Indonesia Cabang Royal Ambarukmo Yogyakarta.

Kata kunci: Kepuasan, Kualitas Pelayanan, Metode *Importance Performance*, Bukti Fisik, Kehandalan, Daya Tanggap, Empati, Jaminan

ANALYSIS OF CUSTOMER SATISFACTION ON SERVICE QUALITY USING IMPORTANCE PERFORMANCE ANALYSIS METHOD IN GARUDA INDONESIA AIRLINE OFFICE ROYAL AMBARRUKMO YOGYAKARTA

ABSTRACT

This descriptive quantitative research aims to analyze customer satisfaction on service quality at the Garuda Indonesia Airline Office Royal Ambarrukmo Yogyakarta using the Importance Performance Analysis (IPA) method. Service quality is measured with 5 dimensions: (1) Tangibility, (2) Reliability, (3) Responsiveness, (4) Empathy, (5) Assurance. Importance Performance Analysis produces a Cartesian Diagram resulted from a comparison between customer expectations and company performance. The sample of this study is 100 customers who have a GarudaMiles Platinum membership card, residing in Yogyakarta and have experienced service at Garuda Indonesia Airline Office Royal Ambarrukmo Yogyakarta. The IPA method produces a Cartesian diagram which is divided into 4 quadrants: A (High Expectations-Low Performance), B (High Expectations-High Performance), C (Low Expectations-Low Performance), and D (Low Expectations-High Performance). From the results of the Cartesian diagram mapping, it can be seen the location of each items for all dimensions of service quality. Of the 24 items used to measure satisfaction with the dimensions of service quality, 3 items entered in Quadrant A (Improve), 9 items in Quadrant B (Maintenance), 6 items in Quadrant C (Low Priority) and 6 items in Quadrant D (Over). Thus, it was concluded that respondents were satisfied with the service quality of the Garuda Indonesia Airline Office Royal Ambarrukmo Yogyakarta.

Keywords: Satisfaction, Service Quality, Importance Performance Analysis, Tangibility, Reliability, Responsiveness, Empathy, Assurance