

## ABSTRAK

YOHANES FORYANDA SARAGIH. Analisis Pengaruh Pelayanan Prima terhadap kepuasan pelanggan pada *after sales service* PT. Dipo Internasional Pahala Otomotif Krakatau. Dibimbing oleh Drs. VINSENSIUS MATONDANG, MBA dan Dr. HENDRA, S.E., M.Si

Industri otomotif semakin memperhatikan *after sales service* karena telah menjadi penopang industri otomotif selama masa pandemi berlangsung. Hasil survei kepuasan pelanggan terhadap *after sales service* untuk seluruh *dealer* Mitsubishi di Indonesia, didapati bahwa tingkat kepuasan pelanggan pada *after sales service* PT. Dipo Internasional Pahala Otomotif Krakatau tergolong rendah dan mengalami fluktuasi yang mengindikasikan *after sales service* masih belum optimal dan perlu ditingkatkan. Salah satu solusi cerdas dalam meningkatkan kualitas pelayanan adalah dengan mengadopsi konsep pelayanan yang prima. Penelitian ini bertujuan untuk menganalisis pengaruh pelayanan prima (kemampuan, sikap, penampilan, perhatian, tindakan dan tanggung jawab) terhadap kepuasan pelanggan. Penelitian dilakukan dengan pendekatan kuantitatif dengan jumlah sampel sebanyak 100 responden, pengambilan sampel dilakukan dengan menggunakan teknik *accidental sampling* dengan data primer dikumpulkan menggunakan kuesioner. Dari hasil uji t ditemukan bahwa tanggung jawab, perhatian dan tindakan berpengaruh signifikan terhadap kepuasan pelanggan, sedangkan kemampuan, sikap dan penampilan berpengaruh tidak signifikan terhadap kepuasan pelanggan. Dari hasil uji f ditemukan bahwa kemampuan, sikap, penampilan, perhatian, tindakan dan tanggung jawab secara simultan berpengaruh signifikan terhadap kepuasan pelanggan pada *after sales service* PT. Dipo Internasional Pahala Otomotif Krakatau. Model regresi ini mampu menjelaskan hubungan pengaruh antara pelayanan prima terhadap kepuasan pelanggan dengan persentase 60,2% dan sisanya 39,8% dijelaskan oleh variabel lain diluar penelitian ini.

Kata kunci: Pelayanan Prima, Kepuasan pelanggan.

## **ABSTRACT**

YOHANES FORYANDA SARAGIH. *Analysis Effect of Excellent Service on customer satisfaction in the after sales service of PT. Dipo Internasional Pahala Otomotif Krakatau.* Dibimbing oleh Drs. VINSENSIUS MATONDANG, MBA dan Dr. HENDRA, S.E., M.Si.

*The automotive industry is increasingly paying attention to after-sales service because it has become a pillar of the automotive industry during the pandemic. The results of a customer satisfaction survey on after-sales service for all Mitsubishi dealers in Indonesia, found the level of customer satisfaction in the after-sales service of PT. Dipo Internasional Pahala Otomotif Krakatau is relatively low and experiencing fluctuations which indicate that after-sales service is still not optimal and needs to be improved. One smart solution for improving service quality is to adopt the concept of excellent service. This study aims to analyze the effect of excellent service (ability, attitude, appearance, attention, action, and accountability) on customer satisfaction. The research was conducted using a quantitative approach with a total sample of 100 respondents. Sampling was carried out using an accidental sampling technique with primary data collected using a questionnaire. From the results of the t-test, it was found that accountability, attention, and action had a significant effect on customer satisfaction, while abilities, attitudes, and appearance had no significant effect on customer satisfaction. From the results of the f-test, it was found that ability, attitude, appearance, attention, action, and accountability simultaneously have a significant effect on customer satisfaction in the after-sales service of PT. Dipo Internasional Pahala Otomotif Krakatau. This regression model is able to explain the influence relationship between excellent service on customer satisfaction with a percentage of 60.2% and the remaining 39.8% is explained by other variables outside of this study.*

*Keywords: Excellent Service, Customer Satisfaction.*