

PENGARUH KUALITAS PELAYANAN TERHADAP KEPUASAN PELANGGAN BANDARA NGURAH RAI

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas pelayanan yang diukur berdasarkan bukti fisik, kehandalan, daya tanggap, jaminan, dan empati terhadap kepuasan pelanggan dari Bandara Ngurah Rai yang diukur berdasarkan *directly reported satisfaction*. Penelitian ini menggunakan data primer dan sekunder. Data sekunder diperoleh dari berbagai sumber seperti jurnal, buku. Data primer diperoleh dengan menyebarkan kuesioner kepada responden. Menggunakan teknik *convenience sampling*, diperoleh jumlah sampel 200 responden. Baik statistik dan analisis deskriptif digunakan dalam penelitian ini. Hasil penelitian menunjukkan bahwa bukti fisik, kehandalan, daya tanggap, jaminan, dan empati berpengaruh positif terhadap kepuasan pelanggan baik secara individu maupun secara simultan. Hal ini menunjukkan bahwa Bandara Ngurah Rai harus memberikan layanan yang lebih baik khususnya yang terkait dengan keamanan bagi para konsumen, dan memberikan klarifikasi serta menindak lanjuti fenomena keluhan pelanggan yang ada.

Kata kunci:

Bukti fisik, kehandalan, daya tanggap, jaminan, empati, kepuasan pelanggan.

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EFFECT OF SERVICE QUALITY ON CUSTOMER SATISFACTION OF NGURAH RAI AIRPORT

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ABSTRACT

This study aims to analyze the effect of service quality measured by tangible, reliability, responsiveness, assurance, empathy on customers satisfaction of Ngurah Rai International Airport Bali measured by directly reported satisfaction. Both primary and secondary data were employed in this study. Secondary data were obtained from various sources such journal, books. Primary data were gained by distributing questionnaire to the respondents. Using a convenience sampling technique, a total sample of 200 respondents were obtained. Both statistical and descriptive analysis were employed. The results showed that tangible, reliability, responsiveness, assurance, and empathy have positive influence on customer satisfaction either as individual or simultaneously. It is suggested that Ngurah Rai Airport should provide better service particularly with regard to consumer safety, and provide clarification and follow up on customer complaints that the phenomenon exists.

Keyword:

Tangible, reliability, responsiveness, assurance, empathy, customer satisfaction

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