

Kepuasan Anggota Koperasi Pegawai Republik Indonesia Mapan Sejahtera Universitas Negeri Yogyakarta

by Farlianto, Arif Wibowo, Agung Utama, Wardana

ABSTRACT

Abstract

This study aims to determine the level of satisfaction of UNY's "Mapan Sejahtera" KPRI members on service quality seen from the dimensions of service quality including: reliability, responsibility, assurance, empathy, and tangible and to know the service quality attributes that should be of concern to KPRI "Mapan Sejahtera" UNY to increase the satisfaction of KPRI members "Mapan Sejahtera". The research design uses survey design. The population in this study were all KPRI members "Mapan Sejahtera" UNY. The number of samples used in this study was as many as 120 members. The sampling technique using purposive sampling. The study was conducted for 2 months, namely July to August 2018. Data analysis techniques used gap quality analysis services, customer satisfaction index and Cartesian Diagram. The results showed that for the dimensions of reliability, dimensions of responsiveness, dimensions of assurance, dimensions of empathy, and dimensions of physical evidence, responses of respondents strongly hoped that the KPRI "Mapan Sejahtera" UNY paid attention to various attributes / dimensions of service quality. The results of service quality analysis using the Cartesian diagram show that: Quadrant A; UNY's "Mapan Sejahtera" Civil Servants Cooperative (KPRI) is considered not able to meet the expectations of members well, including Accuracy, accuracy and speed of service (1). Cleanliness, neatness and room arrangement or facilities (9). Availability of supporting facilities (10). Quadrant B, shows that: UNY's "Mapan Sejahtera" Civil Servants Cooperative (KPRI) has fulfilled members' expectations, among others: the ease and completeness of providing various products (2) Responsibility for product quality and pricing (5). Responsibility for the safety of goods and the safety of visitors and buyers (6). Quadrant C, shows that: the quality of services provided by the "Mapan Sejahtera" Civil Servant Cooperative (KPRI) is quite sufficient. The attributes included in the C quadrant include: Ease in giving and presenting information (7). Special attention to visitors / buyers (8). Quadrant D, shows that the attributes in this quadrant are considered less important by consumers, but the quality of service provided by the "Mapan Sejahtera" Civil Servants Cooperative (KPRI) is very good. Willingness and openness in accepting each complaint (3). Ability to deal with problems (4).

Keywords: Service quality, Cartesian diagram

Kata Kunci: *SERVICE QUALITY, CARTESIAN DIAGRAM*