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Penilaian Kualitas Pelayanan Jasa oleh Konsumen Bengkel Resmi Sepeda Motor Honda AHASS UD. Ramayana Motor Surabaya

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Abstract

This study aims to determine the best dimension in the assessment of service quality by consumers repair shop the official honda motorcycles (AHASS) UD. Ramayana Motor Surabaya. Data collection tool using a questionnaire, a SERVQUAL scale consisting of 5 dimension, namely 1) reliability, 2) responsiveness, 3) assurance, 4) empathy, 5) tangibles. Reliability of this scale (r) is 0.613. Subject population of this study is the consumer AHASS UD. Ramayana Motor Surabayain May as many as 447 people. Study sample totaled 195 individuals (N = 195; male = 57.4%, female = 42.6%). Sampling technique used was nonprobability sampling. Analysis of the data used in this study is the statistical description and SERVQUAL scores. The results of this study data analysis known that the dimension of the best quality of service contained in the officialshop honda motorcycle (AHASS) UD. Ramayana Motor Surabaya according to the consumer is guaranteed.

Keyword : SERVQUAL, reliability, responsiveness, assurance, empathy

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