

INTISARI

Pembangunan apartemen di Surabaya terus meningkat, termasuk pembangunan *student apartment*, salah satunya adalah Apartemen Metropolis. Apartemen Metropolis merupakan *student apartment* pertama di Surabaya yang memberikan beragam fasilitas bagi para pelajar. Untuk mempertahankan diri dalam persaingan dengan apartemen-apartemen lain, Apartemen Metropolis harus terus memperhatikan kualitas produk dan kualitas layanan untuk mencapai kepuasan pelanggan. Karena produk dan layanan yang berkualitas bisa membuat pelanggan menjadi puas.

Penelitian ini meneliti mengenai pengaruh kualitas produk dan kualitas layanan terhadap kepuasan pelanggan ketika pelanggan sudah memilih apartemen Metropolis sebagai tempat tinggal mereka. Adapun variabel-variabel dalam kualitas produk menurut Garvin (2000) ada 8 (delapan) tingkatan produk yaitu *performance, features, reliability, conformance, durability, serviceability, aesthetic* dan *perceived quality*. Kualitas layanan menurut Zeithaml (2001 : 124) ada 5 (lima) dimensi yang dijadikan sebagai pengukuran dalam penelitian ini yaitu *tangibles, reliability, responsiveness, assurance, empathy*. Sedangkan untuk kepuasan menurut Hanan and Karp (2001) pelanggan variabel yang dibahas adalah *the big eight factors* yaitu *value to price relationship, product quality, product benefit and features, reliability, warranty, response to and remedy of problems, sales experience, convenience of acquisition*.

Responden dalam penelitian ini adalah 142 orang pria atau wanita, penghuni Apartemen Metropolis selama minimal 6 bulan terakhir dan berpendidikan minimal SMU atau sederajat. Pembagian kuesioner dilakukan pada minggu ketiga bulan Juni 2010 di Apartemen Metropolis, Surabaya.

Hasil pengujian hipotesis menemukan bahwa ada pengaruh yang signifikan antara kualitas layanan dan kualitas produk terhadap kepuasan pelanggan Apartemen Metropolis di Surabaya. Hubungan pengaruh antara variabel-variabel independen terhadap variabel dependen adalah hubungan searah dan positif, yang ditandai dengan nilai b_1 dan b_2 yang bernilai positif. Besarnya pengaruh kualitas layanan terhadap kepuasan pelanggan Apartemen Metropolis di Surabaya adalah sebesar 0,735. Sedangkan pengaruh kualitas produk terhadap kepuasan pelanggan Apartemen Metropolis di Surabaya adalah sebesar 0,563.

Kata kunci: *customer satisfaction, product quality, service quality*

ABSTRACT

Construction of apartments in Surabaya continued to increase, including the construction of student apartments, one of which is the Metropolis Apartments. Metropolis Apartments is the first student apartments in Surabaya, which provides various facilities for students. To defend itself in competition with other apartments, Apartments Metropolis must continue to pay attention to quality products and service quality to achieve customer satisfaction. Because the quality of products and services that could make customers be satisfied.

This study examines the effect of quality products and service quality to customer satisfaction when customers are choosing Metropolis apartment as their residence. The variables - variables in product quality according to Garvin (2000) there are 8 (eight) levels of product performance, features, reliability, conformance, durability, serviceability, and perceived aesthetic quality. Quality of service according to Zeithaml (2001: 124) there are 5 (five) dimensions are used as measurements in this research, namely tangibles, reliability, responsiveness, assurance, empathy. While for the satisfaction by Hanan and Karp (2001) discussed variable customer is the big eight factors namely value to price relationship, product quality, product benefits and features, reliability, warranty, response to and remedy of problems, sales experience, the convenience of acquisition.

Respondents in this study were 142 men or women, Metropolis Apartment dwellers for at least six months and a minimum high school education or equivalent. Distribution of questionnaires carried out in the third week in June 2010 in Metropolis Apartment, Surabaya.

Hypothesis testing results found that there is significant influence between service quality and product quality to customer satisfaction Metropolis Apartments in Surabaya. Influence the relationship between the independent variables on the dependent variable is unidirectional and positive relationship, characterized by the value of b_1 and b_2 are positive. Magnitude of the effect of service quality on customer satisfaction Metropolis Apartments in Surabaya is at .735. While the effect of product quality to customer satisfaction Metropolis Apartments in Surabaya is at .563.

Keywords: customer satisfaction, product quality, service quality