

ABSTRAK

Jumlah distribusi sepeda motor di Indonesia berdasarkan situs web AISI (Asosiasi Industri Sepedamotor Indonesia) per-Desember 2019 sebanyak 6,487,460 unit untuk distribusi domestik. Terbanyak diraih oleh sepeda motor pabrikan Honda dengan jumlah 4.910.688 unit yang didistribusikan ke dealer-dealer seluruh Indonesia. Tingginya pembeli sepeda motor salah satu pabrikan Jepang ini juga diikuti dengan tingginya layanan pemeliharaan motor tersebut. Dealer sepeda motor pabrikan ini memberikan jenis layanan pemeliharaan motor resmi di AHASS (Astra Honda Authorized Service Station). AHASS harus dapat menjamin kualitas pelayanan demi memberikan kualitas produk terbaik bagi pelanggannya. Penelitian ini merupakan penelitian terkait pengaruh kualitas pelayanan antrian pada kualitas pelayanan antrian menggunakan variable *Tangibles* sebagai x_1 , *Reliability* sebagai x_2 , *Responsiveness* sebagai x_3 , *Assurance* sebagai x_4 , *Empathy* sebagai x_5 , serta kepuasan pelanggan sebagai variable y . Kelima variable tersebut diolah dengan menggunakan analisis regresi linier, serta uji f , dan t agar ditemukan pengaruh secara simultan maupun parsial dari kelima variable. Hasil pengolahan data menunjukkan pengaruh simultan pada kepuasan pelanggan, serta terdapat satu variable yaitu *Empathy* yang berpengaruh secara parsial. Tanggapan dari pelanggan AHASS Anugrah Jaya Sumenep dapat dikatakan baik karena hampir semua variable pelanggan menyatakan puas maupun sangat puas.

Kata Kunci : kualitas, pelayanan, antrian, analisis regresi linier.

ABSTRACT

The number of motorcycle distribution in Indonesia based on the AISI (Indonesian Motorcycle Industry Association) website as of December 2019 was 6,487,460 units for domestic distribution. Honda motorcycles were mostly made with 4,910,688 units, which were distributed to dealers throughout Indonesia. The high number of motorcycle buyers from this Japanese manufacturer is also accompanied by high maintenance services for these motorbikes. This motorcycle manufacturer's dealer provides a type of official motorcycle maintenance service at AHASS (Astra Honda Authorized Service Station). AHASS must be able to guarantee the quality of service in order to provide the best product quality for its customers. This research is a research related to the effect of queuing service quality on queuing service quality using Tangibles as x_1 , Reliability as x_2 , Responsiveness as x_3 , Assurance as x_4 , Empathy as x_5 , and customer satisfaction as variable y . The five variables are processed using linear regression analysis, as well as the f and t tests in order to find the effect of the five variables simultaneously and partially. The results of data processing show a simultaneous effect on customer satisfaction, and there is one variable, namely Empathy which has a partial effect. Responses from AHASS customers Anugrah Jaya Sumenep can be said to be good because almost all customer variables are satisfied or very satisfied.

Keywords: *quality, service, queue, linear regression analysis.*