

ABSTRAK

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PENGARUH KUALITAS PELAYANAN *AFTER SALES SERVICE* PADA KEPUASAN PELANGGAN *DEALER* ASRI MOBIL SURABAYA

(xii + 135 *halaman*; 8 *gambar*; 27 *tabel*; 2 *lampiran*)

Asri Motor Surabaya berlokasi di Jalan Kertajaya merupakan dealer Toyota yang terkenal di kawasan ini. Bisnis ini difokuskan pada penjualan dan perawatan berkala semua kendaraan Toyota. Kualitas Layanan pada Asri Motor akan menrujuk kualitas jasa sebagai ukuran seberapa bagus tingkat layanan yang diberikan sesuai dengan ekspektasi pelanggan. Berdasarkan definisi ini, kualitas jasa bisa diwujudkan melalui pemenuhan kebutuhan dan keinginan pelanggan serta ketepatan penyampaianya untuk mengimbangi kualitas pelanggan. Penelitian kuantitatif ini dilakukan untuk meninjau pelayanan pada *dealer* mobil menggunakan PLS SEM. Hasil penelitian menunjukkan analisis terhadap kualitas layanan after-sales service dealer Asri Mobil Surabaya, dapat disimpulkan bahwa dealer ini memiliki sejumlah potensi untuk meningkatkan kepuasan pelanggan. Meskipun terdapat indikator yang telah memperoleh penilaian baik dalam kuadran B, menandakan bahwa beberapa aspek pelayanan sudah cukup memuaskan kualitas pelanggan, masih terdapat tantangan yang perlu diatasi dalam kuadran A, C, dan D. Faktor-faktor kritis seperti aksesibilitas, kecepatan respons, dan kemampuan menangani masalah pelanggan menjadi fokus utama perbaikan untuk mencapai keselarasan antara kualitas dan kinerja aktual.

Kata Kunci: *Pengalaman Pelanggan, Pelayanan, Loyalitas Pelanggan, Momen Kebenaran.*

Referensi : 28 (2006-2022)

ABSTRACT

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THE INFLUENCE OF AFTER SALES SERVICE QUALITY ON CUSTOMER SATISFACTION OF THE SURABAYA ASRI MOBIL DEALER

(xii + 135 pages; 8 figures; 27 tables; 2 appendices)

Asri Motor Surabaya located on Kertajaya Street is a well-known Toyota dealer in this area. This business focuses on sales and regular maintenance of all Toyota vehicles. Service Quality at Asri Motor will refer to service quality as a measure of how well the level of service provided meets customer expectations. Based on this definition, service quality can be realized through meeting customer needs and desires as well as the accuracy of delivery to match customer expectations. This quantitative research was conducted to review services at car dealerships using PLS SEM. The research results indicate an analysis of the quality of after-sales service at Asri Mobil Surabaya dealership, it can be concluded that this dealership has the potential to improve customer satisfaction. Although there are indicators that have received good ratings in quadrant B, indicating that some service aspects are already quite satisfying customer expectations, there are still challenges that need to be addressed in quadrants A, C, and D. Critical factors such as accessibility, responsiveness, and ability to handle customer problems become the main focus of improvement to achieve alignment between expectations and actual performance.

Keywords: *Customer Experience, Service, Customer Loyalty, Momen of Truth.*

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