

Lidya Pebriana Nainggolan, 2015. **Analisis Statistik Kepuasan Pelayanan Pengunjung di Suroboyo Carnival Night Market**. Skripsi dibawah bimbingan Drs. Eko Tjahjono, M.Si dan Ir. Elly Ana M.Si, Program Studi S-1 Statistika, Departemen Matematika, Fakultas Sains dan Teknologi, Universitas Airlangga, Surabaya

ABSTRAK

Suroboyo Carnival Night Market adalah tempat hiburan baru di Surabaya untuk tujuan wisata dan tempat belanja yang dapat dinikmati pada malam hari. Analisis kepuasan pelayanan dilakukan dengan menggunakan pengukuran kualitas jasa pada lima dimensi yaitu *reliability* (kehandalan), *responsiveness* (daya tanggap), *assurance* (jaminan), *empathy* (sikap empati), dan *Tangibles* (bukti langsung). Tingkat kepuasan pelayanan pengunjung berdasarkan perhitungan CSI adalah pengunjung puas dengan pelayanan SCNM. Pengelompokan faktor-faktor yang berkaitan dengan kepuasan pelayanan pengunjung SCNM berdasarkan analisis faktor adalah faktor fasilitas umum, faktor profesional pengelola, faktor pelayanan petugas, faktor kondisi area, faktor keterampilan petugas, faktor prosedur pelayanan dan faktor kenyamanan kunjungan. Aspek-aspek pelayanan yang masih perlu diperhatikan dan ditingkatkan pelayanannya berdasarkan analisis gap adalah harga tiket masuk dan tiket wahana, kebersihan toilet, antrian wahana, keramahan petugas, wahana permainan menarik dan tidak berbahaya, keterampilan petugas parkir dan satpam, dan area wahana yang aman. Analisis kepuasan pelayanan pengunjung SCNM terhadap jenis tiket masuk dan usia berdasarkan analisis biplot adalah faktor fasilitas umum, faktor kondisi area dan faktor keterampilan petugas cenderung berhubungan dengan pengunjung *weekday* usia 17-45 tahun dan pengunjung *weekend* usia 46 tahun keatas. Faktor profesional pengelola dan faktor pelayanan petugas cenderung berhubungan dengan pengunjung *weekday* dan *weekend* usia 46 tahun keatas. Faktor prosedur pelayanan dan faktor kenyamanan kunjungan cenderung berhubungan dengan pengunjung *weekday* usia 46 tahun keatas dan pengunjung *weekend* usia 17-45 tahun. Hasil penelitian ini diharapkan dapat memberi masukan kepada pihak pengelola agar pelayanan SCNM kedepannya lebih baik.

Kata Kunci : Kepuasan pelayanan, Analisis Faktor, Analisis Gap, Analisis Biplot

Lidya Pebriana Nainggolan, 2015. **Statistical Analysis of Satisfaction Service Visitors in Suroboyo Carnival Night Market.** This *final project* is under supervised by Drs. Eko Tjahjono, M.Si dan Ir. Elly Ana M.Si, Statistics Study Program, Mathematics Departement, Faculty of Sains and Technology, Airlangga University, Surabaya

ABSTRACT

Suroboyo Carnival Night Market is a new entertainment venues in Surabaya for the purpose of tourism and shopping places that can be enjoyed at night. This research aims to analyze the service satisfaction by using the measurement of service quality on five dimensions of reliability (reliability), responsiveness (responsiveness), assurance (security), empathy (attitude empathy), and tangibles (direct evidence). Satisfaction levels of the visitors service based on calculations of CSI shows that visitors are satisfied with the service of SCNM. Grouping factors that relating to satisfaction of the visitors services of SCNM by factor analysis are public service factor, professional management factor, officer's service factor, area conditions factor, officer's skill factor, service procedur factor and comfortness of visiting factor. Aspects of services that still need to be paid of attention based on gap analysis are the price of admission and rides ticket, toilet hygiene, the queue of vehicle, hospitality of officers, the interesting and harmless rides, skills of parking attendants and security guards, and the safety of rides area. Analysis of visitor's service satisfaction of SCNM toward types of admission ticket and age-based on the biplot analysis are public facilities factor, area conditions factor and officer's skill factor tend to be associated with weekday visitors on age 17-45 years and weekend visitors on age 46 years and older. Professional management factor and officer's service factor tend to be associated with weekday and weekend visitors on age 46 and older. Service procedur factor and comfortness of visiting factor tend to be associated with weekday visitors on age 46 years and older and weekend visitors on age 17-45 years. The results of this research are expected to provide input to the manager in order to bring SCNM's services for better future.

Keywords : Service Satisfaction, Factor Analysis, Gap Analysis, Biplot Analysis