

ABSTRAK

This study aimed to determine the effect of SOP (tangibles, reliability, responsiveness, assurance, and empathy) to service quality and determine the dimensions - dimensions SOP most influential on the quality of service GraPARI Holy Telkomsel, using multiple regression analysis. The results showed variable equation tangibles, reliability, responsiveness, assurance, and empathy together have a significant effect on the quality of service GraPARI Holy Telkomsel. R value of 0.772 means that there is a very strong relationship of variable tangibles, reliability, responsiveness, assurance, and empathy to service quality GraPARI Holy Telkomsel. The coefficient of determination (R^2) of 0.722 it shows the proportion of variable contribution tangibles, reliability, responsiveness, assurance, empathy toward service quality GraPARI Holy Telkomsel. From the results of the F test (simultaneous) shows the value $0.004 < 0.5$, this indicates that variable tangibles, reliability, responsiveness, assurance, and empathy together a significant effect on the quality of service GraPARI Holy Telkomsel, thus receiving the first hypothesis. The results of the test record DAPT partially from five variables studied SOP (tangibles, reliability, responsiveness, assurance, and empathy) the dominant influence on the quality of service reponsiviness. Thus receiving the second hypothesis.

Keywords: tangibles, reliability, responsiveness, assurance, and empathy, SOP, Quality of Service.