

ABSTRAK

Penelitian ini bertujuan untuk mengetahui apakah terdapat pengaruh penerapan Standar Operasional Prosedur (SOP) terhadap kualitas pelayanan. Metode pengambilan sampel dalam penelitian ini menggunakan metode *purposive sampling*, yaitu mengambil sampel berdasarkan kriteria. Penelitian ini berkonsentrasi pada satu perusahaan yaitu SPBU 44.555.05 di Jalan Kaliurang Yogyakarta. Dalam penelitian ini menggunakan analisis regresi berganda. Hasil penelitian membuktikan bahwa SOP Keandalan, SOP Daya Tanggap, SOP Jaminan, SOP Empati, dan SOP Bukti Fisik berpengaruh signifikan terhadap kualitas pelayanan.

Kata Kunci : SOP, Standar Operasional Prosedur, Kualitas Pelayanan

ABSTRACT

This study aims to determine whether there is influence the application of Standard Operating Procedures (SOP) to the quality of service. Sampling method in this research use purposive sampling method, that is taking sample based on criteria. This research concentrates on one company that is gas station 44.555.05 on Jl Kaliurang Yogyakarta. In this study using multiple regression analysis. The result of the research proves that the SOP of Reliability, SOP of Responsiveness, SOP of Accurance, SOP of Emphaty, and SOP of Tangibles have a significant effect on service quality.

Keywords: SOP, Standard Operational Procedure, Service Quality