

ABSTRACT

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ANALYSIS OF SERVICE QUALITY TO CUSTOMER SATISFACTION AT PT RAYA UTAMA TRAVEL

(xiv+46 pages; 4 figures; 2 tables; 4 appendices)

Challenges that the company faces are trying to strive in the competitive market. Companies take the customer satisfaction in building business and to prove that the success of a company relies on relationship development. The satisfaction of the customers provides a company to gain higher customer loyalty that resulted in the increasing of company profitability, the purchase of new goods and the purchase of goods by customers who have been encouraged by the satisfied customers.

Service quality can be known by comparing consumers' perceptions of services that they clearly receive or obtain with the services they actually expected want from the service attributes of a company. If the perceived service is as expected, the quality of service is perceived as good and satisfying, if the service received exceeds consumer expectations, then the quality of service is perceived as very good and quality. Conversely, if the service received is lower than expected, then the quality of service is perceived poorly.

According to Wijayanti (2017, p. 179-180), the trigger of consumer satisfaction is the product, business or core services offered to consumers, support service systems, technical performance, other supporting interaction elements with consumers and emotional elements. Supporting service systems, including delivery systems, pricing, product warranties, complaint handling schedules, and other features that enhance and support service or core products

Can be given conclusions from the main theory explained, that service quality becomes the main thing that must be considered in achieving customer satisfaction. Service quality is an added value especially to achieve satisfaction in companies with a focus on services.

Keywords : Service Quality, Customer Satisfaction

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(xiv+46 halaman; 4 figur; 2 tabel; 4 lampiran)

Tantangan yang di hadapi perusahaan sekarang ini adalah berusaha untuk berjuang di pasar yang sangat ketat. Perusahaan harus memperhatikan kepuasan pelanggan dalam membangun bisnis dan menunjukkan kesuksesan dari sebuah perusahaan bergantung pada pengembangan hubungan (relationship development). Kepuasan pelanggan membantu perusahaan untuk mendapatkan loyalitas pelanggan yang akan menghasilkan peningkatan pendapatan perusahaan, pembelian barang baru dan pembelian kembali produk perusahaan dari pembelian sebelumnya karena puas terhadap produk perusahaan.

Kualitas pelayanan dapat di ketahui dengan membandingkan persepsi konsumen dengan dengan layanan yang di terima. Jika layanan yang di terima sesuai dengan yang di harapkan, kualitas layanan dianggap baik dan memuaskan. Sebaliknya jika layanan yang di terima tidak sesuai dengan yang di harapkan, maka kualitas layanan akan di anggap buruk.

Menurut Wijayanti (2017,p 179-180), kunci utama untuk memuaskan keinginan pelanggan adalah produk, layanan atau service yang di tawarkan ke pelanggan, system layanan pendukung, kinerja teknis, elemen interaksi pendukung lainnya dengan konsumen dan elemen emosional. System layanan pendukung, termasuk system pengiriman, harga, jaminan produk, jadwal penanganan keluhan, dan fitur lain yang meningkatkan dan mendukung layanan atau produk.

Hasil penelitian menunjukkan bahwa kualitas service menjadi kunci utama yang harus di pertimbangkan untuk mendapatkan kepuasan pelanggan. Kualitas layanan adalah nilai tambah khususnya untuk mencapai kepuasan pelanggan di dalam perusahaan jasa.

Kata Kunci : Kualitas Servis, Kepuasan Pelanggan

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