

ABSTRACT

CATHERINE

1501020611

THE INFLUENCE OF SERVICE QUALITY TOWARDS CUSTOMER SATISFACTION AT PT. ANGKASA TRAVEL INTERNATIONAL JALAN GAJAH MEDAN

(xx+77 pages; 5 figures; 51 tables; 10 appendixes)

The growth of service quality in hospitality and tourism industries is a major asset for companies with the fundamental sectors. This study will be conducted in a travel agency named PT. Angkasa Travel International.

Service quality is the process of managing the quality of services delivered to customers according to their expectations which helps to identify problems. Whereas, customer satisfaction is a concept of measurement to certain products or services which will greatly affect customer expectations.

This research will be using quantitative method through distributing questionnaires, interview, documentation, and observation.

In order to determine the influence of service quality towards customer satisfaction, the data quality testing of validity test, reliability test, and normality test show that the research is valid, high data reliability, and normally distributed; while the result of correlation test is 0.723 which indicates positive and high correlation and a determination test of 51.6% service quality towards customer satisfaction. Lastly, the Z-test shows that alternative hypothesis is accepted.

Overall this research shows that service quality has an influence towards customer satisfaction and the company should improve the number of experienced employees to maintain a good relationship with the customers.

Keywords: PT. Angkasa Travel International, Service Quality, Customer Satisfaction

References: 35