

JUDUL AKTIVITAS PADA KUALITAS LAYANAN AGEN PERJALANAN “*ALL TOUR AND TRAVEL*”

Nama : Wahbillah Wildan Briantoro

Jurusan/Program Studi : Manajemen Layanan Pariwisata

Pembimbing I : Siti Rahayu. S.E., M.M.

Pembimbing II : Juliani Dyah T., S.Si., M.M.

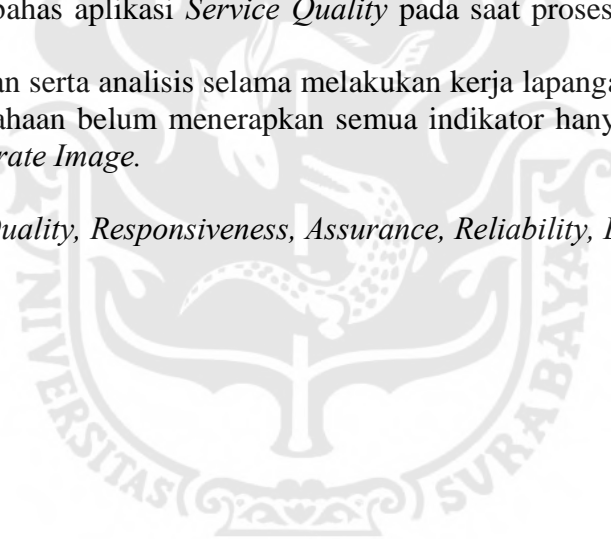
ABSTRAK

Laporan ini bertujuan untuk mengamati kualitas layanan pada perusahaan yang berada di kota Bekasi. Penelitian ini bertujuan untuk menguji teori *Service Quality* pada saat proses pelayanan wisata 3 negara yang dilaksanakan oleh . Teori *Service Quality* yang digunakan terdiri dari 5 dimensi, yaitu *Reliability, Tangible, Assurance, Emphaty, Responsiveness*. Laporan disusun untuk mendeskripsikan cara karyawan dalam memberikan layanan terhadap pelanggan dan cara mengaplikasikan kelima dimensi tersebut dalam melayani pelanggan, khususnya saat memberikan layanan pada saat wisata 3 negara.

Penelitian dilakukan dengan cara penulis melakukan praktik kerja lapangan pada perusahaan yang terletak di Rukan Sentra Niaga Blok RSN 6 no.16, Jalan Boulevard Selatan Grand Galaxy City, Jaka Setia, Bekasi Selatan. Pengamatan selama melakukan kerja lapangan akan digunakan untuk membahas aplikasi *Service Quality* pada saat proses pelaksanaan wisata 3 negara.

Berdasarkan pengamatan serta analisis selama melakukan kerja lapangan, dari lima indikator diketahui bahwa perusahaan belum menerapkan semua indikator hanya satu indikator yang diterapkan yaitu *Corporate Image*.

Kata kunci : *Service Quality, Responsiveness, Assurance, Reliability, Emphaty*.



WORK REPORT QUALITY SERVICE AGENT TRAVEL SERVICE ""

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ABSTRACT

This report aims to observe the quality of service at the company in the city of Bekasi. This study aims to test the theory of Service Quality during the process of tourist services in 3 countries carried out by . Service Quality Theory used consists of 5 dimensions, namely Reliability, Tangible , Assurance, Emphaty, Responsiveness. The report was prepared to describe the way employees provide services to customers and how to apply these five dimensions to serving customers, especially when providing services during 3 countries' tours.

The study was conducted by the author doing field work practices at the company located in Rukan Sentra Niaga Blok RSN 6 no.16, Jalan Boulevard Selatan Grand Galaxy City, Jaka Setia, South Bekasi. Observations during fieldwork will be used to discuss the Service Quality application during the process of carrying out tours of 3 countries.

Based on observations and analyzes during fieldwork, out of five indocators it is known that the company has not applied all the indicators, but only one indicator has been applied, namely Corporate Image.

Keywords: *Service Quality, Responsiveness, Assurance, Reliability, Empathy.*

