

PENERAPAN *SERVICE QUALITY* PADA  
HARYONO TOUR & TRAVEL SURABAYA

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ABSTRAK

Haryono *Tour & Travel* Surabaya merupakan perusahaan keluarga milik Bapak Haryono Gondosoewito yang dikelola dibawah naungan PT. Haryono Dian Pertiwi yang bergerak dalam bidang industri pariwisata terutama biro perjalanan. Laporan kerja lapangan ini menggunakan metode *internship program*. Tujuan dari *internship* adalah mengetahui tentang penerapan beberapa dimensi *service quality* yang ada pada Haryono *tour & travel* di bulan maret - april ditugaskan di bagian tiketing dan *visa* untuk melayani pembelian tiket konsumen. Berdasarkan hasil pengamatan terhadap kualitas layanan dengan dimensi *understanding, access, reliability, tangible, assurance, empathy, responsiveness, competence, credibility, security, courtesy, communication* dimana ada 3 dimensi yang perlu ditingkatkan yaitu *understanding, access, courtesy* yang selama *internship* terdapat beberapa kekurangan yang masih belum optimal maka dari itu untuk lain kesempatan masih harus terus ditingkatkan agar pelayanan dapat menjadi lebih optimal.

Kata kunci: *Service Quality, Tour and Travel, Tour Service*

*APPLICATION SERVICE QUALITY AT  
HARYONO TOUR & TRAVEL SURABAYA*

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*ABSTRACT*

*Haryono Tour & Travel Surabaya is a family company owned by Mr. Haryono Gondosoewito which is managed under the auspices of PT. Haryono Dian Pertiwi which is engaged in the tourism industry, especially travel agencies. This field work report uses the internship program method. The purpose of the internship is to find out about the application of several service quality dimensions that exist in Haryono tour & travel in March - April assigned to the ticketing and visa department to serve consumer ticket purchases. Based on the results of observations on service quality with the dimensions of understanding, access, reliability, tangible, assurance, empathy, responsiveness, competence, credibility, security, courtesy, communication where there are 3 dimensions that need to be improved namely understanding, access, courtesy during the internship there are several deficiencies which is still not optimal, therefore for other opportunities it still has to be improved so that the service can be more optimal.*

*Keywords: Service Quality, Tour and Travel, Tour Service*