

ABSTRAK

This research was conducted to determine the effect of service quality on Bungsu Tour & Travel consumer satisfaction. Bungsu Tour & Travel was founded in 2018, located on Jl. Kolonel Masturi No. 427, Jambudipa, Kec. Cisarua, West Bandung Regency. Bungsu Tour & Travel provides various tour packages, car rental, hotel reservations, and so on. With this research, we can evaluate the quality of services provided by Bungsu Tour & Travel.

The purpose of this research is to measure customer satisfaction based on the SERVQUAL dimensions that have been implemented by Bungsu Tour & Travel for customers who have used Bungsu Tour & Travel services. The method used in this research is a quantitative method, the data needed is primary and secondary data with data collection techniques through questionnaires, observation and literature study. Sampling was carried out using the Nonprobability Sampling method, Purposive Sampling type, involving 100 respondents. The data analysis technique uses descriptive analysis and the Importance Performance Analysis (IPA) method.

The conclusion of this research is that the expectations of Bungsu Tour & Travel customers are very suitable with a percentage of 88%. Meanwhile, customer perception of the performance provided by Bungsu Tour & Travel is satisfied with a percentage of 80%. The level of customer satisfaction with performance is 4.01, while the level of expectation of 4.52 means that customer expectations do not match customer reality. There are 5 aspects that need to be improved to increase customer satisfaction with the quality of Bungsu Tour & Travel services.

Keywords : Customer Satisfaction, Service Quality, Important Performance Analysis (IPA)