

ABSTRACT

The development of the tourism sector provides considerable influences for the tour and travel. Koper Komunika Indonesia engaged in the tour and travel industry under the supervision of the provincial government of Yogyakarta Special Region. The number of companies that provide tours and travel services make Koper Komunika Indonesia struggled Based on the results of interviews with 75 respondents, obtained some of the things that are lacking, such as a lack of courtesy and friendliness of employees, and employees do not respond to the complaint properly.

The purpose of this study was to determine the influences of service quality on customer satisfaction tours and travel Koper Komunika Indonesia. The independent variable (X) of the study was the quality of service include tangible, empathy, responsiveness, reliability and assurance while the dependent variable (Y) is the consumer satisfaction.

The method used is quantitative method with a descriptive study of causality and multiple linear regression analysis. The population of 973 people and a sample of 100 respondents obtained by simple random sampling.

Descriptive analysis of the test results is known that the quality of service in Koper Komunika Indonesia by 69% (both categories). While the value of customer satisfaction reached 74% (both categories). Based on the results of test calculations are known $F_{hitung} f (3.118) > F_{table} (2.311)$ and the Sig. (0,000) < 0.05 . This means there is a significant positive effect between simultaneous service quality to customer satisfaction, and the coefficient of determination of 14.2%, which means that only 14% the influence of service quality to customer satisfaction. Thus the quality of service is not the main variables that affect customer satisfaction tours and travel in Koper Komunika Indonesia but can also be influenced by other variables that can not be described in this study. T test results showed only a negative reliability dimension significant negative effect. While the other dimensions are not significant.

Keywords: customer satisfaction, service quality, tour and travel Koper Komunika Indonesia.