

ABSTRACT

The research was based on the large number of companies with little regard for the quality of service in service providers. They tend to not care about what consumers get, whether consumers are satisfied or not with the facilities as well as the services already provided by the company. This research deals with the quality of service as provided by the company so that the effect on customer satisfaction. Case study research at Soekarno-Hatta International Airport managed by company PT. Angkasa Pura II. The study authors discuss five dimensions of service quality on which belonged to Soekarno-Hatta International Airport and compare with the results of a survey of consumers who have used the services of Soekarno-Hatta International Airport. In this study, researchers used a type of quantitative research with a population of 400 people and sample as much of the 384 respondents obtained from using a 5% error rate.

The scope of this research is the Soekarno-Hatta International Airport in Jakarta. Soekarno-Hatta International Airport is an airport that has four main terminal i.e. Terminal 1 (domestic flight), Terminal 2 (international and domestic flights), Terminal 3 (international and domestic flights with low cost flights), and Terminal 3 Ultimate plan that operates in the period Idul Fitri 2016 special for international flights.

The results of this research it can be concluded that the quality of pelayana is very important towards customer satisfaction. After doing the analysis is obtained that the company still lacks the quality of the services and facilities provided, thus the airport of Soekarno-Hatta International Airport who manage the especially should pay attention to the quality of service to be provided to the consumer so that the consumer feels satisfied.