ABSTRACT

Service is an important aspect in the sale of a product or service. Good service alone can make consumers loyal and continue to use the services of the company. In the use of transportation services, service is an important aspect. One of the transportation services is air transportation. The many aviation industries in Indonesia make every airline compete to provide good service. One airline that provides full service is Garuda Indonesia.

This study aims to analyze Service Quality, assess service quality variables with its five dimensions namely tangible, emphaty, reliability, responsiveness, assurance seen from aspects of consumer expectations and the reality by using the Importance Performance Analysis (IPA) method on the object of Garuda Indonesia Bandung. The method used is quantitative method with descriptive analysis.

The average percentage of service quality variable expectations is 88.52% and in fact the Service Quality variable is 80.52% with the conclusion that the Service Quality analysis on Garuda Indonesia Bandung has been carried out very well in its expectations. Whereas in reality it has been implemented well, because when viewed from the continuum line is in the range of 68% -84% with the lowest dimension score on reliability related to handling operational problems and handling consumer complaints.

Keywords: Service Quality, Tangible, Emphaty, Reliability, Responsivess, Assurance, and Importance Perfomance Analysis.