

ABSTRACT

At the beginning of 2020, the world was shaken by an outbreak of the coronavirus, also known as COVID-19. The COVID-19 pandemic has not only harmed the economic sector but has also had an impact on tourism. The city of Bandung is known as a city that is rich in charm. Building Bandung tourism, the government created the Bandung Tour On Bus (Bandros) as a tourism bus to explore the city of Bandung.

However, there are problems faced by tourists providing an indicator that Bandros has poor service quality. This study uses a service quality model consisting of tangibility, reliability, responsiveness, assurance, and empathy. The purpose of this study was to determine the effect of Bandung Tour On Bus (Bandros) Service Quality on Bandung City Tourist Satisfaction with the Implementation of the "Servqual Model" in the Post-Covid-19 Pandemic.

The research method uses quantitative methods. The research objective is causal, the time of implementation of the research is cross-sectional, the level of intervention in the research is minimal and the unit of analysis chosen is the individual. Determination of the sample in this study using Non-probability Sampling with Incidental Sampling Techniques obtained 400 respondents to tourists in the city of Bandung. Data collection techniques are carried out by distributing questionnaires to Bandros users. Data analysis was performed using Structural Equation Modeling (SEM) with AMOS software.

The results of this study found that the Servqual dimension consisting of Tangibles, Responsiveness, Reliability, Assurance, and Empathy and the COVID-19 Protocol dimension had a positive effect on the quality of Bandros services by 76.21%. The dimensions that have a major influence on the quality of Bandros services are Reliability, Responsiveness, Assurance and the COVID-19 Protocol. The Empathy and Tangibles dimensions have a positive influence on the fifth and sixth after the other dimensions. Bandros service quality has a positive effect on tourist satisfaction by 63.97%. This shows that the quality of Bandros services has a positive impact on tourist satisfaction in the city of Bandung.

This study gives the result that the Reliability dimension has the greatest positive influence on the quality of Bandros services. In creating even better quality Bandros services, the advice that researchers give to related institutions is to reconsider the ticket prices offered more affordable and pay attention to the cycle of travel time efficiency and make more detailed schedules and increase consumer security and safety guarantees while still implementing the protocol Covid-19 is like continuing to wear a mask. With this research it is hoped that it can assist in evaluating and improving the quality of Bandros services so that it can make service quality even better in order to create tourist satisfaction.

Keywords: service quality, customer satisfaction, servqual model, bandung tour on bus (bandros), covid-19.