

ABSTRAK

Penelitian berjudul “Pengaruh Kualitas Pelayanan Biro Perjalanan Terhadap Kepuasan Pelanggan pada Travel PT Titisan Sang Pangeran” ini bertujuan untuk mengetahui pengaruh kualitas pelayanan terhadap kepuasan pelanggan serta mengidentifikasi dimensi kualitas pelayanan yang paling berpengaruh. Jenis data yang digunakan adalah data primer yang diperoleh melalui kuesioner kepada pelanggan PT Titisan Sang Pangeran, serta data sekunder berupa dokumen perusahaan dan literatur terkait. Metode pengumpulan data dilakukan melalui survei kuesioner dan wawancara kepada pelanggan dan karyawan. Populasi penelitian adalah seluruh pelanggan PT Titisan Sang Pangeran, dengan sampel yang diambil dari pelanggan yang telah menggunakan jasa perusahaan dalam periode penelitian. Analisis data dilakukan secara kuantitatif dengan teknik statistik untuk menguji hubungan antara variabel kualitas pelayanan dan kepuasan pelanggan. Hasil penelitian menunjukkan bahwa kualitas pelayanan berpengaruh signifikan terhadap kepuasan pelanggan, dengan dimensi *reliability* dan *responsiveness* menjadi faktor yang paling dominan. Kesimpulan penelitian ini menegaskan pentingnya peningkatan kualitas pelayanan untuk menjaga dan meningkatkan kepuasan pelanggan di PT Titisan Sang Pangeran.

Kata kunci: kualitas pelayanan, kepuasan pelanggan, biro perjalanan, reliability, responsiveness

ABSTRACT

The study entitled 'The Effect of Travel Bureau Service Quality on Customer Satisfaction at Travel PT Titisan Sang Pangeran' aims to determine the effect of service quality on customer satisfaction and identify the most influential dimensions of service quality. The type of data used is primary data obtained through questionnaires to customers of PT Titisan Sang Pangeran, as well as secondary data in the form of company documents and related literature. Data collection methods were carried out through questionnaire surveys and interviews with customers and employees. The research population is all customers of PT Titisan Sang Pangeran, with samples taken from customers who have used the company's services during the research period. Data analysis was carried out quantitatively with statistical techniques to test the relationship between service quality variables and customer satisfaction. The results showed that service quality has a significant effect on customer satisfaction, with the reliability and responsiveness dimensions being the most dominant factors. The conclusion of this study confirms the importance of improving service quality to maintain and increase customer satisfaction at PT Titisan Sang Pangeran.

Keywords: service quality, customer satisfaction, travel agency, reliability, responsiveness