

ABSTRACT

ARISTA REFI ARDIANI, 213106031, 2024. **THE IMPLEMENTATION OF “TERRA” SERVICE QUALITY DIMENSIONS OF CUSTOMER SERVICE AT YOGYAKARTA INTERNATIONAL AIRPORT. Diploma Three English Study Program, Department of Business Administration, Madiun State Polytechnic.**

In the field of transportation, customer service plays an important role in providing services to passengers. Customer service as a direct distributor of airport facilities to passengers. In this final project, the writer takes on the theme of customer service at Yogyakarta International Airport. The objective of the report are the implementation of TERRA service quality dimensions and strategy to improve service quality. In writing this report, the writer used descriptive qualitative research methods with data collection methods, namely interviews, observations, and documentation. The results of the report show that Yogyakarta International Airport customer service can implement tangible empathy, reliability, responsiveness, and assurance of service quality. The tangible dimension can be seen in the physical facilities, empathy can provide personal attention to passengers, reliability can provide information related to airports, responsiveness can provide services according to speed, and assurance can provide assistance so that passengers feel safe and comfortable. In providing services, a strategy is needed so that services always improve. The strategy used by the company is sustainable in the form of maintenance and cases in the process. The conclusion of this report that the quality of service implemented by Customer Service Yogyakarta International Airport is sufficient to support service activities and is constantly improving. So, that the company can achieve passenger comfort and satisfaction.

Keywords: Service Quality, Customer Service, Yogyakarta International Airport, Qualitative Descriptive.

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Dalam bidang transportasi, customer service menjadi peran penting dalam memberikan pelayanan kepada penumpang. *Customer service* sebagai penyalur secara langsung dari fasilitas bandara kepada penumpang. Dalam tugas akhir ini penulis mengambil tema *Customer Service* pada Yogyakarta International Airport. Permasalahan laporan tersebut adalah penerapan TERRA dimensi kualitas layanan dan strategi untuk meningkatkan kualitas layanan. Dalam menulis laporan ini, penulis menggunakan metode penelitian deskriptif kualitatif dengan metode pengumpulan data yaitu wawancara, pengamatan, dan dokumentasi. Hasil laporan menunjukkan bahwa *Customer Service* Yogyakarta International Airport dapat mengimplementasikan kualitas layanan *tangible*, *empathy*, *reliability*, *responsiveness*, dan *assurance*. Dimensi *tangible* dapat dilihat dari fasilitas fisik, *empathy* dapat memberikan perhatian secara pribadi kepada penumpang, *reliability* dapat memberikan informasi terkait kebandarudaraan, *responsiveness* dapat menyediakan pelayanan sesuai dengan cepat, dan *assurance* dengan memberikan bantuan agar penumpang merasa aman dan nyaman. Dalam memberikan pelayanan, diperlukan strategi agar pelayanan selalu meningkat. Strategi yang digunakan oleh perusahaan bersifat berkelanjutan berupa maintenance dan kasus dalam proses. Serta kesimpulan dari laporan ini adalah kualitas pelayanan yang diimplementasikan oleh *Customer Service* Yogyakarta International Airport sudah cukup menunjang kegiatan pelayanan dan bersifat terus meningkat sehingga perusahaan dapat mencapai kenyamanan dan kepuasan penumpang.

Kata Kunci : Kualitas Pelayanan, Customer Service, Yogyakarta International Airport, Deskriptif kualitatif.