

## ABSTRACT

Reza Alfia Dama Kusuma, 213106022, 2024. *The Implementation of Service Quality Components at Mbah Djoe Resort Magetan*. English Diploma Three Program, Business Administration Department, Madiun State Polytechnic.

Mbah Djoe Resort is one of the tourist attractions located at Magetan Regency. Mountain and natural areas are the main features at Mbah Djoe Resort which attract many visitors. Based on the visitor's experiences, Mbah Djoe Resort provides quality services. Hence, this final project report aimed to know the implementation of service quality components at Mbah Djoe Resort Magetan. The components of service quality are tangible, empathy, responsiveness, reliability, and assurance. The writer used descriptive qualitative as the method to collect data. The data collecting methods were observation, interview, and documentation. The interview was done with the manager of Mbah Djoe Resort Magetan. The result of the findings is Mbah Djoe Resort always pays attention to the cleanliness of facilities, suitability and availability of equipment, staff appearance, and material communication. Apart from that, they try to care for and pay attention to customers by helping them. They also pay attention to responsiveness and reliability by prioritizing customers. This is also supported by 24-hour security and knowledge from the staff to maintain customer safety and comfort. Therefore, the writer concludes that Mbah Djoe Resort Magetan fulfills the service quality components by applying empathy, reliability, responsiveness, assurance, and tangible.

*Keywords: Tourism, Service Quality, Mbah Djoe Resort, Magetan Regency*

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Mbah Djoe Resort merupakan salah satu tempat wisata yang terletak di Kabupaten Magetan. Kawasan pegunungan dan alam menjadi daya tarik utama Mbah Djoe Resort yang menarik banyak pengunjung. Berdasarkan pengalaman pengunjung, Mbah Djoe Resort menyediakan pelayanan berkualitas. Oleh karena itu, laporan tugas akhir ini bertujuan untuk mengetahui penerapan komponen kualitas pelayanan di Mbah Djoe Resort Magetan. Komponen kualitas pelayanan adalah tangibilitas, empati, daya tanggap, keandalan, dan jaminan. Penulis menggunakan deskriptif kualitatif sebagai metode pengumpulan data. Metode pengumpulan data yang digunakan adalah observasi, wawancara, dan dokumentasi. Wawancara telah dilakukan dengan pengelola Mbah Djoe Resort Magetan. Hasil temuannya adalah Mbah Djoe Resort selalu memperhatikan kebersihan fasilitas, kesesuaian dan ketersediaan peralatan, penampilan staf, dan komunikasi materi. Selain itu, mereka berusaha untuk peduli dan memperhatikan pelanggan dengan membantu mereka. Mereka juga memperhatikan daya tanggap dan keandalan dengan mengutamakan pelanggan. Hal ini juga didukung dengan keamanan 24 jam dan pengetahuan dari para staf untuk menjaga keamanan dan kenyamanan pelanggan. Oleh karena itu, penulis menyimpulkan bahwa Mbah Djoe Resort Magetan memenuhi komponen kualitas pelayanan dengan menerapkan tangibilitas, empati, daya tanggap, keandalan, dan jaminan.

Kata Kunci: Pariwisata, Kualitas Pelayanan, Mbah Djoe Resort, Kabupaten Magetan