

ABSTRACT

Rizka Rosyidah Kholidiyah, 213106050, 2024. *Service Quality Implementation in Customer Service of PT. Kereta Api Indonesia (Persero) Daop 7 Madiun*. English Diploma Three Program, Business Administration Department, State Polytechnic of Madiun.

Service quality is the quality of service provided to customers. Service quality is the main focus for companies in an effort to maintain and increase their customer base. Every company has SOPs to maintain service quality and product quality for customer satisfaction. With the increasingly fierce competition in the industrial world, companies, especially in the service sector, must improve the quality of service in customer service. Companies must continuously improve service processes and improve the skills and competencies of their customer service in order to provide optimal service quality. PT Kereta Api Indonesia (Persero) Daop 7 Madiun as a service company engaged in transportation must improve services by paying attention to aspects of service to passengers. Here the writer aims to find out how the implementation of service quality dimensions and the obstacles of service quality implementation in customer service of PT Kereta Api Indonesia (Persero) Daop 7 Madiun, using qualitative descriptive methods. And in collecting data, the writer uses interview, observation and documentation methods. The finding showed that customer service officers at PT Kereta Api Indonesia (Persero) Daop 7 Madiun have fully implemented service quality aspects, namely tangible, reliability, responsiveness, assurance, and empathy. From the data that has been obtained, the writer has analyzed it qualitatively and presented descriptively. Based on the data collected, it can be stated that the services at PT Kereta Api Indonesia (Persero) Daop 7 Madiun follow the concept of service quality aspects. However, there are several obstacles in implementing the service quality dimension.

Keywords: service quality, customer service, PT Kereta Api Indonesia (Persero) Daop 7 Madiun

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Kualitas layanan adalah kualitas layanan yang diberikan kepada pelanggan. Kualitas pelayanan menjadi fokus utama bagi perusahaan dalam upaya mempertahankan dan meningkatkan basis pelanggannya. Setiap perusahaan memiliki SOP untuk menjaga kualitas pelayanan dan kualitas produk demi kepuasan pelanggan. Dengan semakin ketatnya persaingan di dunia industri, perusahaan khususnya di bidang jasa harus meningkatkan kualitas pelayanan dalam melayani pelanggan. Perusahaan harus terus menerus memperbaiki proses pelayanan serta meningkatkan keterampilan dan kompetensi customer service-nya agar dapat memberikan kualitas pelayanan yang optimal. PT Kereta Api Indonesia (Persero) Daop 7 Madiun sebagai perusahaan jasa yang bergerak dibidang transportasi harus meningkatkan pelayanan dengan memperhatikan aspek pelayanan kepada penumpang. Disini penulis bertujuan untuk mengetahui bagaimana implementasi dimensi kualitas pelayanan dan hambatan implementasi kualitas pelayanan pada customer service PT Kereta Api Indonesia (Persero) Daop 7 Madiun, dengan menggunakan metode deskriptif kualitatif. Dan dalam mengumpulkan data, penulis menggunakan metode wawancara, observasi dan dokumentasi. Hasil penelitian menunjukkan bahwa petugas customer service di PT Kereta Api Indonesia (Persero) Daop 7 Madiun telah sepenuhnya menerapkan aspek-aspek kualitas pelayanan, yaitu tangible, reliability, responsiveness, assurance, dan empathy. Dari data yang telah diperoleh, penulis telah menganalisis secara kualitatif dan disajikan secara deskriptif. Berdasarkan data yang terkumpul, dapat dinyatakan bahwa pelayanan di PT Kereta Api Indonesia (Persero) Daop 7 Madiun sudah mengikuti konsep aspek-aspek kualitas pelayanan. Namun, terdapat beberapa kendala dalam penerapan dimensi kualitas pelayanan.

Kata kunci: kualitas layanan, customer service, PT Kereta Api Indonesia (Persero) Daop 7 Madiun