

ABSTRACT

Yanri Hanano Kauri, 213106053, 2024, **The Implementation of Service Quality in Customer Service Division at Adisutjipto International Airport. English Diploma III Program, Business Administration Department, State Polytechnic of Madiun.**

Service Quality is the most important component in customer service of a company that offers products in the form of services, one of which is in the operational activities of international airports such as Adisutjipto International Airport. This final project intends to find out how the application of Service Quality in providing services to customers during operational activities at the airport. The research method used in the preparation of this final project report is descriptive qualitative method with data collection techniques used are observation, interview, and documentation. Thus the data is used as a reference for the author in writing the final project report. Based on the results of the final project report, it shows that Adisutjipto International Airport has implemented service quality dimensions which include tangible, reliability, responsiveness, assurance, and empathy. The implementations of service quality dimensions can be proven through the completeness of facilities, knowledge of employees, speed in handling damage, guarantee of operational facility readiness, and initiative towards passenger conditions.

Keyword: Tourism, Service Quality, Airport, Descriptif Qualitative

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Service Quality adalah suatu komponen terpenting dalam customer service suatu perusahaan yang menawarkan produk berupa jasa salah satunya yaitu dalam aktivitas operasional bandar udara internasional seperti Bandara Internasional Adisutjipto. Dalam tugas akhir ini bermaksud untuk mengetahui bagaimana penerapan dari Service Quality dalam memberikan pelayanan kepada pelanggan selama kegiatan operasional di bandar udara. Metode penelitian yang digunakan dalam penyusunan laporan tugas akhir ini adalah metode deskriptif kualitatif dengan teknik pengumpulan data yang digunakan adalah observasi, wawancara, dan dokumentasi. Dengan demikian data tersebut digunakan sebagai referensi penulis dalam menulis laporan tugas akhir. Berdasarkan hasil dari laporan tugas akhir menunjukkan bahwa Bandara Internasional Adisutjipto telah menerapkan dimensi service quality yang meliputi tangible, reliability, responsiveness, assurance, dan empathy. Penerapan dari dimensi kualitas pelayanan ini dapat dibuktikan melalui kelengkapan fasilitas, pengetahuan yang dimiliki pegawai, kecepatan dalam menangani kerusakan, jaminan kesiapan fasilitas operasional, dan inisiatif terhadap kondisi penumpang.

Keyword: Pariwisata, Service Quality, Bandar Udara, Deskripsi Kualitative