ABSTRAK

Relations Service Quality Customer Service Officer On train Railway Passenger Satisfaction Of Argo Wilis Bandung, Surabaya

BY :

Rina Maryana

41808076

This thesis under the guidance:

Rismawaty S.ikom., M.Si

This thesis is titled Relationship Service Quality Customer Service Officer On train Railway Passenger Satisfaction Of Argo Wilis Bandung, Surabaya This thesis is aimed to determine the extent of relationship quality Customer Service Officer Service On train Railway Passenger Satisfaction Of Argo Wilis Bandung, Surabaya. So to be able to see how much influence, researchers try to analyze Tanggible, Reability, Responsiveness, Assurance, Empathy and Hope Against Perception Passenger Train Argo Wilis Bandung, Surabaya.

This research type is quantitative, while the research method used is a method of technical analysis with descriptive correlational. As of the data collected through questionnaire and interview, and supported by a study litelatur. Sampling unit is the entire passenger train Argo Wilis Bandung, Surabaya, with a population of 452 people, then obtained a sample of 82 people. Sampling technique used is simple randam homegen the population is considered to have the opportunity to be a sample. Prior to the deployment of questionnaires, the researchers first to test the validity and realiilitas on any item that is the question in the questionnaire by using program SPSS 17.0. existing data obtained from the spread of the questionnaire, were scored, analyzed and processed using regression correlation coefficient in SPSS 17.0 program.

The results showed relationTanggible of satisfaction is at 36.40%, 27.80% Realiability satisfaction, responsiveness to the satisfaction of 45.5%, 38.8% satisfaction assurance, empathy for 61.4% satisfaction, quality of service to the perception of 58.20%, against expectations of service quality is equal to 58.20% , the results of data processing and testing the hypothesis Ho is rejected Hα suggests that the accepted.

Conclusion, that there is a positive relationship between quality of service Customer service on trains on the railway passenger satisfaction Argo Wilis Bandung, Surabaya.

Advice, of the research is not only improving the quality of service provided Customer Service On train alone, but all officers must have a good service quality.