ABSTRACT

Perception Guest Visits To The Service Standards By Public Relations PT. Pikiran Rakyat Bandung

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This study aims to identify the guest visits perception of service standardization by Public Relations PT. Pikiran Rakyat Bandung. To measure the objectives stated above, the researchers raised the indicator experiences, events, information and interpretation of messages to measure the perceptions of guest requests (variable x). Researchers have also raised the indicator of accessibility, reliability (reliability), responsiveness (responsiveness) and resolution to measure the standardization of services by the Public Relations of PT. Pikiran Rakyat Bandung (variable y).

This type of research is quantitative. Survey research methods Descriptive analysis techniques. Most of the data collected through interviews and questionnaires, and also supported by literature study. Sampling unit is the entire guest visit PT. Pikiran Rakyat Bandung at July 2010 with a population of 107 people, then obtained a sample of 52 persons. The sampling technique used was accidental sampling. Data obtained from the questionnaire, given score, analyzed and processed using Pearson Correlation Coefficient (Product Moment) in SPSS 17.0.

The results showed that perceptions of four indicators, namely guest visit experience for 63.46%, guest requests for 40.38%, guest information for 65.38% and the interpretation of messages for 57.69% and four indicators of service standardization of the accessibility of Public Relations Thoughts of 75.00%, reliability equal to 61.54%, responsiveness equal to 57.69% and resolution equal to 75.00%.

Conclusion The research in general between the perception of guest visit perceptions affect to the standardization of service by the Public Relations of PT. Pikiran Rakyat Bandung that is equal to 0621 or 38.56%, which means strong, unidirectional, and significant. Ho is rejected, thus H1 accepted.

Suggestions of research is to standardize existing services be improved, such as adding time visit. It aims to make guests visits more satisfied if there are questions to be given to the Public Relations of PT. Pikiran Rakyat Bandung or tour around the working environment of PT. Pikiran Rakyat.