ABSTRACT

Quality Service Apparatus Department of Culture and Tourism Bandung (Case Studies On Tourism Promotion through ww.bandungtourism.com)

Website www.bandungtourism.com is a manifestation of the e-government implementation department of culture and tourism Bandung. Process Service in providing tourism information to tourists or public that go through www.bandungtourism.com website is necessary and required by the tourists or public because it can help in getting information at Bandung Tourism. The problems that arise in the process of service provided to tourists or the public through the website is still no shortage www.bandungtourism.com in providing tourist information or respond to questions and complaints are made public through the website www.bandungtourism.com. This occurs because it still a lack of adequate apparatuses of resources and information technology must be improved in the process of tourism information services to tourists or public of Bandung.

The theory of used in this research that the theory of Delivering Quality Service from R Leonard Berry, Parasuraman, and Valerie Zeithaml. The theory used is composed of the five dimensions that affect the quality of service, namely: Physical Evidence (Tangibles), reliability (Reliability), Responsiveness (Responsiveness), Security Assurance (Assurance), and Empathy (Emphaty).

The research method used is a descriptive of research methods with qualitative approaches. To obtained these data required researchers used interview techniques, non participant observation, literature study and documentation. Determination of techniques used informer told the researchers apparatuses is the purposive sampling, while the to the public researchers using a accidental.

The research states that the physical proof of in the form of a physical facilities, equipment, personnel, and communication material has been quite optimal. Reliability of services is reliable and accurately service is functioning has been going optimal. Responsiveness in the form of willingness to help as well as providing proper services has been going quite optimal. Assurance in the form of knowledge, courtesy and convey confidence to the public has been going quite optimal, and empathy in the form of ease of in having, excellent communication, and compliance needs of our customers have been going effectively in providing information and promoting tourism through www.bandungtourism.com. Thereby Quality Service Apparatus in Departement Culture and Tourism Bandung in promoting tourism through www.bandungtourism.com can be going well.

Key words: Quality of services apparatuses and www.bandungtourism.com