

ABSTRACT

This Research target is to know how perception and expectation from the customer to service quality of Garuda Frequent Flyer (GFF) executed by airline of PT. Garuda Indonesia. Beside that, this research aim to see the level of difference (Gap) between perception of customer with customer expectation to service quality of Garuda Frequent Flyer.

Research method used to check population with sampel 170 responden, is method of non-probability Convenience Sampling. To muster primary data used by instrument in the form of kuesioner contain 30 question. The questions measured to use scale of likert 5 point. Highest score 5, indicating that responden very to question item, score of lowest 1, indicating that responden very to question item, with gradient from highest to lowest. Validity test of instrument conducted by items analysis which is instrument with correlation technique of Product Moment (Pearson) while test of reabilitas instrument pursuant to technique of calculation reliabilitas use alpha cronbach by means of ... assist SPSS.

Method of SERVQUAL which used in research aim to measure of customer perception and expectation to service quality of Garuda Frequent Flyer.

Result analyse data of perception of service quality obtain;get score 3.768 or 75.36% from criterion which ought to, meaning low service and have to be improved. While expectation of service quality obtain;get score 4.371 or 87.42% from criterion which ought to, meaning very high customer expectation.

Result measurement of index satisfaction of customer (index satisfaction customer or CSI, hal.74-75) obtained by CSI equal to 86.20%, the number indicate that index satisfaction customer of GFF very well. But still not yet gratified customer because gap there is still negative between perception compared to customer expectation equal to - 0.554 (hal.73).

From the description above can be concluded that expectation from the customer to service quality is very high and perception of service quality is good customer as a whole, but have to be improved, because still not yet gratified customer.

Keyword : GFF, Quality Of Service, Analyse Kwadran.