

ABSTRACT

Competition in travel agent industry becomes tighter along with the evolves of tourism industry sector in Indonesia. PT Antatour is one of company that operates in tourism industry. Business line which is the major income of PT Antatour is ticketing sector whereas margin which obtained from this sector is small because the occurring of price war. Therefore, PT Antatour should focus to business line which offer bigger margin. Business line which can be the choice is outbound tour sector. But there are still some complaints about the service given in that sector. Therefore, it is needed an evaluation to tour outbound service in PT Antatour.

SERVQUAL is a tool to measure customer's satisfaction so that company's weakness attributes can be found. Kano's Model is used to understand the relation between customer's satisfaction and the fulfillment effort. Improvement of company's weakness attribute can be solved with Quality Function Deployment (QFD).

Interviews to customer of tour outbound service at PT Antatour are done to get the voice of customer and 21 customer requirement attributes are obtained. SERVQUAL obtains 20 attributes which have low satisfaction score and attribute which has the lowest satisfaction score is tour guide's verbal communication skill. Kano's Model identifies that fulfillment to 20 weakness attributes have influence to customer's satisfaction or dissatisfaction. On first QFD iteration stage, it is obtained technical characteristics and it is chosen ten technical characteristics which have highest priority and represent all of service dimensions, some of them are tour guide's TOEIC score, tour guide's presentation skill, request's respons time, attractive look, and knowledge about age. On the second QFD iteration stage, it is obtained eleven critical parts which turned out into improvement priorities, some of them are tour guide's introduction, pre-tour briefing duration, apprentice duration, course duration, and presentation skill evaluation. In order to overcome the problems in PT Antatour, it is given some recommendations. The recommendations are the presence of tour guide evaluation systems by tour participants, the apprentice programs for new tour guide for one year English course for tour guide, and pre-tour briefing

Keywords : SERVQUAL, Kano's Model, QFD, Outbound Tour