

ABSTRACT

Event organizer outbound industry development through training programs and the development of human resources is currently making company / outbound providers are competing to provide services to attract consumers to buy. One of the event organizers who have experienced is Bee Human Resources Training and Consultant (Bee Outbound) Bogor. This business development is inseparable from the event organizer service quality attributes that can be perceived by consumers / participants attending outbound activities. Where in the activities participants will be trained according to the programs needed by companies that are expected to create competitive human resources in achieving the vision of a company / organization. The purpose of this research is to determine how the quality of services provided to consumers / participants of the outbound and how the impact of service quality caused if consumers feel satisfied / not satisfied with the services provided. This will affect consumer purchasing decisions in using services event organizer and if there are factors that can create repeat purchases consumer

This study uses quantitative methods with descriptive research. Data obtained by distributing questionnaires to the four companies / organizations, each of which consists of 25 people and a whole there are 100 respondents who are Bee Outbound customer samples. This study uses a customer satisfaction index, Importance Performance Analysis (IPA)

Obtained by the research company's performance against the quality of services provided are considered satisfied because it has a percentage of 68.40%. Customer expectations on service quality performance is considered important because it has a percentage of 82.61%. Based on the analysis of the level of customer satisfaction ratings in the category of satisfied because it has a value of 82,79 and there are factors repurchase amounted to 81.00%. On the Importance Performance Analysis (IPA) there are 17 attributes that should be improved and implemented.

Keywords: Quality of Service, Repeat Buying