

ABSTRACT

Tourism industry lately has become a very potential and promising business field in many countries, especially country that becomes a tourist destination such as Indonesia. Based on year 2009 first semester data of BRS show there was increasing of International Tourist to visit Indonesia for about 2.17 percent compare in the same period in year 2008 from 2.902.604 people to 2.965.472 people. (Berita Resmi Statistik No. 46/08/Th.XII, 3 Agustus 2009).

Tourism industry itself offers a very dynamic and open competition that makes everyone can participate in this business field. Tougher competition in the tourism industry that occurs lately, push each service provider to deliver the best service and emphasize the importance of meeting the guest expectation and needs. PT. Padi Mulya Sejahtera, one of the company that running on the tourism transportation service, was aware about the tight competition on the tourism industry and for that reason this research has a purpose to analyze effect of service quality toward PT. Padi Mulya Sejahtera customer's satisfaction.

This research using Customer Satisfaction Index (CSI), Customer Satisfaction Gap Index (CSGI), Top Bottom Two Boxes (CSI Boxes), as well to measured up customer satisfaction and in addition also using Importance-Performance Matrix to know what's the important variables to fixed.

Result from research shows the average of CSI, CSGI, and CSI Boxes as we can see from the boxes below this.

CSI	CSGI	CSI Boxes	
		Top	Bottom
80.62%	-0.44	77%	3%

Overall result of this research shows PT Padi Mulya Sejahtera customers' satisfied with the company service quality, as the result of CSI 80.62% for high satisfaction category. Eventough there was a gap between customer expectation and customer perception in service quality with average point of CSGI for about -0,44 point, however those differences still satisfied the customer. Result form CSI Boxes indicate customer feels satisfied with the service quality of PT. Padi Mulya Sejahtera. As we can see from the result of majority customer as subject for this research to chose Top option (4,5) or satisfied and very satisfied scale with percentage of 77%. Variable that have to be priority to fixed up are all variables in quadran 1 of Importance-Performance Matrix.

Keywords : PT. Padi Mulya Sejahtera, Customer Satisfaction Index (CSI), Customer Satisfaction Gap Index (CSGI), Top Bottom Two Boxes (CSI Boxes).