

Pengaruh kualitas pelayanan terhadap kepuasan pelanggan : studi pada perusahaan penerbangan P.T Garuda di Kota Semarang

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=130833&lokasi=lokal>

Abstrak

The problems which are faced by Garuda's Flight Company are the competitive of Garuda's services, under the industry standard of service quality, the low productivity of employee, and the weak of information management. Moreover, the load factor, on time performing and operational incomes does not meet the target. The respondents are 150 persons and the sampling based on the hair sample measures. The sampling method is random sampling, namely that only people who are chosen by the researcher will become respondent, not all people, and Questioner is used as a method of collecting data. Method of data analyses used structural equation modal program which is operated through AMOS Program.