**Chapter I**

**Introduction**

* 1. **Background**

Nowadays tourism business is getting more interesting, for example travel, there are many travel in Indonesia. Travel is a company engaged in the field of services, and organize one's journey. With the natural beauty that exists in Indonesia, certainly makes a lot of people want to visit those tourist attractions in Indonesia. And many people who want to travel out of the country. But the problem is that many people are also busy, they have only little time to take care their holiday trips. Therefore those who do not require a lot of time to take care all the travel tourists, Travel can help take to care of all things needed by them, such as hotels, air lane, bus or train ticket etc. The point is that the customers that will use the services of the travel no need to bother about the needs of the journey, because all is taken case of. However, the travel should also serve the customer well. If it’s not, surely the customer will be disappointed and will not use the travel again, that is why the customer satisfaction is important to increase sale.

The customer satisfaction will help the travel. One of the benefits if the customers are satisfied is the customer will keep using the travel over and over again. The company services customers reduce sensitivity to price, reduce the cost of marketing failures, reducing an operating expense resulting from the increasing number of customers, increasing the effectiveness of advertisements, and increasing business reputation (Fornel, 1992).

The main factor that determines the customer satisfaction is the perception of service of quality (Zeithaml and Bitner 1996). For example, in mobile telecommunication service, service quality is measured by the quality of the call or phone, price structure, mobile devices, value-added service or service, comfort procedures, and customer service (Kim, 2000; Lee et al.;Gerpott, and Frick, 2001). While in the travel it is measured by the service which is provided or services used to be able to satisfy the customer, from the selection of hotels, vehicles and others. If one of them ore some of them are not included then it will effect to the customers. The customer opinions about the travel would not to be satisfied they will not use the travel again, and it will make the income of the travel.

Graha Wisata Tour and Travel is a new travel that was built several years ago. Surely they have their own strategies to find the customers or customer satisfaction, in order to keep using their travel. Moreover Graha Wisata Tour and Travel is still relatively new, so they should be able to compete with other travels that have previously established, and make sure that their customers are satisfied with the ministry or service that is provided by Graha Wisata Tour and Travel Bandung. For the reason above I want to Conduct a research on titled **An Analysis of the Factors that Affect Customer Satisfaction to Increase Sale in Graha Wisata Tour and Travel** **Bandung.**

* 1. **Research problem**

This research aims to find out the answer to some problems, the writer has several questions, they are:

1. How is customer satisfaction in this moment at Graha Wisata Tour and Travel Bandung?
2. What are the strategies to make the customers feel satisfied and to increase sale in Graha Wisata Tour and Travel Bandung?
3. How to make all customers feel satisfied with their service at Graha Wisata Tour and Travel Bandung?
   1. **Limitation of the Study**

In this case the writer gives the limitation moreover about An Analysis of the Factors that Affect Customer Satisfaction to Increase Sale in Graha Wisata Tour and Travel*.* How they are make a customer still use that the travel, and make a customer satisfied.

* 1. **The objectives of the study**

In order to make this research appropriate with the target, the research needs clear and direst intention. Based on the question formulated above, the objectives of the study are:

1. To know how customer satisfaction in this moment at Graha Wisata Tour and Travel Bandung.
2. To know what the strategy to make a customer satisfied and to increases sale in Graha Wisata Tour and Travel Bandung
3. To know How to make all customers satisfied with their service at Graha Wisata Tour and Travel Bandung.
   1. **The Significances of the study**

Generally, the significances of the study are to expand the knowledge of the readers. From statement above, the writer thinks the significances are important to improve her works. Then there are some significances of the study, as follows:

1. Theoretically

A. For the student

* This paper can give knowledge about Graha Wisata Tour and Travel for English Department Pasundan University students.

B. For the public

* This paper can be a reference for those who want to go travel, they can use Graha Wisata Tour and Travel, after they read this paper.

1. Practically

* This paper can be used to add a library collection and information for English Department Pasundan University student.
  1. **Framework**

**Analysis of the Factors that Affect Customer Satisfaction to Increase Sale in Graha Wisata Tour and Travel**

**Customer**

**TERRA theory**

**Analysis**

**Conclusion**

**Chapter II**

**Theoretical Foundation**

**2.1 Definition of Tourism**

Tourism is an activity that can be understood from many approaches. The Law of Indonesia Number 10 of 2009 on tourism explained that:

1. The tour is a trip activity that will be undertaken by a person or group of people to visit a particular place for recreational purposes, personal development, or the study unique tourist attraction in the visit, the temporary period.
2. Tourists are people who do tours
3. Tourism is a wide range of tourist activities and supported a variety of facilities and services provided by the public, employers, and government.
4. The overall tourism is tourism-related activities and is multidimensional and multidisciplinary emerging as a manifestation of the needs of each person and the state as well as the interaction between tourists and the local community, fellow tourists, government, local governments and entrepreneurs.
5. The tourism business is a business that provides goods and services to meet the needs of tourists and tourism administration.
6. Tourism entrepreneur is a person or group of people who do business tourism.
7. The tourism industry is a collection of inter-related tourism business in order to produce goods and services to meet the needs of tourists in the organization of tourism.

According to the WTO (1999: 5) tourism are:

1. Tourism is activities of person traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business an other purposes;
2. Visitor is any person to a place other than that of his/her usual environment for less than 12 consecutive months and whose main purposes of the travel is not to work for pay in the place visited;
3. Tourist is overnight visitor, visitor staying at least one night in a collective or private accommodation in the place visited;
4. Same day visitor is excursionists, visitor who does not spend the night in a collective or privet accommodation in the place visited.

Definitions that describe the essential elements in tourism are follows:  
1) The types of activities will be undertaken and purpose of the visit;  
2) The location of tourism activities;  
3) The length of stay in the tourist destination;  
4) facilities and services utilized, provided by tourism enterprises.

**2.1.1 Concepts of Tourism**

Concepts and definitions of tourism are tourists and classification needs to be determined due to the dynamic nature. In tourism, according to the Cooper Leiper et.al (1998: 5), there are three main elements that make these activities can occur.

Tourism activities are consists of several main components.

* + - 1. Tourist

The Tourist is actor in tourism activities. Traveled into human experience to enjoy, anticipate and reminiscent of times in life.

* + - 1. The Elements of Geography

Tourist movement takes place in three geographic areas, such as the following:

1. Area of Origin Tourist

Area of origin tourist is when they perform daily activities, such as work, study, sleep and other basic needs. Routine it as driving force to motivate someone traveled. The area of origin tourist, one can look for information about objects and attractions of interest, curious and went to the destination.

1. Regional Transit

Not all the tourists stop in the area. However, all the tourists would have through the area so the role is very important transit area. Often happens, tour ends in the transit area, not in the goal area. this is what makes countries like Hong Kong Singaupra and try to make a multifunctional region, namely as a transit area and tourist destination

1. Tourist Destination

This area is often said to be the spearhead of tourism. In this tourist destination tourism impact is felt that it needed planning and appropriate management strategies. To attract tourists, a tourist destination is the overall driver of the tourism system and creates demand for tourist trips from the area of origin. Tourist destination is also the *raison d'tere* or main reason that tourism development is different things to tourist routines.

1. Tourism Industry

The third element in the system of tourism is the tourism industry. Industries which provide services are attractiveness, and tourist facilities. the third An industry or business units in the tourism business and the geographical spread in. for example, legal travel agency tour can be found both in the area of origin of tourists, flying can be found both in the area of origin of tourists as well as in the transit area, and accommodations can be found in tourist destinations.

**2.1.2 Differences General Tourist and Business Travelers**

**Table 1.1**

**Vacancy of tourist differences with business travelers**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Tourist Vacancy** | **Business Travelers** | **However, ...** |
| who paid? | Traveler | companies, associations, and organizations. | entrepreneur pays his own journey |
| who decides? | Traveler | companies and managers | hope delegation also considered |
| when the trip is done? | holiday season and weekends | working day of the year | avoid June and August |
| when an order? | a few months  earlier. for a short  holiday, the  reservation is  made a few days before departure | done in a short time | some events  previously budgeted |
| how long to stay? | diverse, more than a day, still less than a year | Short | many business trips are combined with holidays |
| what social status? | Radically | upper middle | anyone associated |
| who traveled? | anyone who has the time and money | a person who is assigned | anyone involved |
| what to look for? | information, comfort, and assurance | fast and personal service quality | both value and money |
| Where your chosen destination? | anywhere in the world | big city | powerful city tourist attraction of choice |

Source of adaptation from Davidson (2000:6)

**2.1.3 Foreign Tourism and Domestic Tourism**

Flow of tourist movement in general will vary, because there are areas that are more likely to make the number of tourists and there are areas that are more frequently visited by tourists. A clear understanding of the flow of this movement affects the provision of advice and infrastructure in the area concerned.

By Leiper in Cooper, et.al (1998: 5), tourists move in three geographical regions, namely the traveler-generating region, region tourist destination, transit route region.

Traveler generating source region portrait of the tourist market, in the sense of this region gives impetus to stimulate and motivate your tour. In this region tourists will also doing the preparation trip to departure to the tourist destination. In other words, the traveler-generating region is the area where tourists live and work, and perform daily activities. In general, the traveler-generating region is large city which is the center of business activity, trade, education and government administration.

Tourism destination region is an area that is the target of the tourists to travel, because the region has tourism destination attractiveness to visit, as well as a whole energy of the tourism system. Destination tourism region must be able to meet the needs of the tourism market and also creates demand for tourism destination region. In other words, the region is tourism destination areas where tourists do not activities to earn a living. In general, tourism destination region offers a unique variety of both nature and culture that attracts tourists to visit.

Region is a transit route transit area between traveler generating region and tourist destination region when the tourists just do a short drive to reach the destination, as well as an intermediate region when tourists feel left the residence and work environment, and they have not arrived at the destination.

See the movement, tours can be done in various places and in differentiated according to national boundaries as follows:

1. International tourism (Occurs when the visitor crosses a country's borders) an international or foreign tourism occurs when a visitor crosses a state boundary. Foreign tourist is a person travel activities leading to the destination, and back again, and as long as at the destination outside the residence and work as well as cross-border with the purpose of fun. People who travel interstate with foreign tourists
2. Domestic tourism (Occurs when the visitor traveling within the country of residence) domestic tourism occurs when visitors traveling in a country where they are domiciled. Domestic tourist is a person travel activities leading to the destination, and back again, and during the in destination area outside the residence and work, which is still in the state of domicile. Domestic tours conducted among regions within a country, which remained outside destination area of residence and work environment that aims to have fun. A person who travels in a country called domestic tourists.

Conduct of foreign tourists crossing national borders, nothing come out of a country and there are entering a country. An activity and travel to a country or enter a state border referred to tourism into the boundary. An activity of travel out of the country of origin or out of the border country of origin is called outbound tourism. Both these activities have an impact on the country in coming and the state abandoned the term inbound tourism and outbound tourism should be understood clearly.

**2.1.4 Facilities Used by Tourists**

Tourism industry is sustainable researching the needs of tourists in traveling for the industry to provide the facilities and infrastructure which allows tourists. Core facilities needed by tourists are:

1. Transport

Transport tourist attractions that can be used include air transport, land transport and sea transport.

1. The air transport used by tourists who want the convenience and fast because of air transport equipment can reach distances and travel times are long and capable of transporting passengers and goods.

Types of air transport both international flights and domestic flights, may be a charter and scheduled flights

User rating of air transport has characteristics such as:

1) They come from upper middle class, but there is a clear difference when they book a flight class. They were sitting in business class are mostly business travelers who come from middle-upper class. While residing in economy class are regular tourists who are generally from the middle class.

2) They are very dependent on flight information such as the type of aircraft, whether the transfer or direct flight, flight time, the airport, city and country of origin and destination. (Except the wholesale cost, tourists can determine the scheduled departure time according to the needs and determine the appropriate landing sites to desire).

3) They have to pay attention to flight rules in particular on the amount luggage are allowed, the goods are allowed and not allowed to be taken and the other rules.

4) User rating fly the aircraft must prepare documents is needed as ticket, embarkation card, boarding pass, passport, visa and health regulations.

5) They also need to understand its policy with regard to a cancellation fee, transfer expenses, and the cost of delay.

6) Passengers can expect another service (on request) as passengers assisting beginners, and a guide for the handicapped.

2. Ground transportation

Every tourist activities would require ground transportation in the form of a car (private and rental), as well as buses, trucks, taxis, and trains.

Land transport is provided some benefit because it is flexible, can deliver passengers 'door to door'. Land transport may provide personal comfort. Tourists can determine the route, set the time of departure and arrival as well as a resting place.

Ground transportation can reach difficult areas even the remotest areas. Ground transportation serves as a means of transportation, recreation and accommodation as well as capable of carrying passengers and luggage.

Land passengers have characteristics:

1) They must understand that the route map to guide a must-have. they must understand the rules of traffic and traffic density.

2) User rating ground transportation from diverse social classes from lower class to upper class. Everything need ground transportation. However, usually visible class differences of transport equipment used. Luxury vehicles that provide comfort, such as having an air conditioned car in it, fast express train and bus limited have higher rates than regular vehicles with limited comforts.

3) Tourists should know the reputation of transport as it relates to the comfort and safety. They need to know the driver's skill and honesty, knowledge of road and location.

4) The condition and capacity of the vehicle is not to be overlooked by transport land users. Travelers especially those driving their own vehicles should fully understand the condition and capacity of the vehicle as it relates to the safety factor of the soul.

3. The water transport

Water transportation can gives experience and a distinct impression. The water transportation can be used for example ferry boat crossing, yachts, boats lakes, rivers, canals, and boats.

Sea transport can reach small islands (especially that can not be achieved by other means of transport), and use of natural resources (water). Water transport can accommodate many users halted from boats, boat, ferry, to cruises.

Same as air transport, water transport consists of international shipping and domestic shipping, can be wholesale shipping and cruise scheduled.

Tourists who use water transport have characteristics:

* 1. They should be able to swim or understand the rules of the ship in case of emergency measures.
  2. Travelers should ensure completeness security facility as it relates to safety.
  3. Travel by sea much longer than other transportation so travelers should be prepared taking into account the travel time.
  4. Sea transport tourists for especially cruises are the type who wants an integrated tourism. Yacht very complete facilities to meet the needs of leisure travelers a wide range of ages, but unfortunately, the yacht is for the upper middle class because of the cost to be paid quite expensive.

1. Accommodation

Certainly accommodation facilities are needed for every tourist activity, because the activities are takes more than one day. Whole accommodation is generally provided an accommodation equipped with food and beverage services and other services, but in the form of a variety.

Accommodation consists of a variety of forms. The hotel is one form of accommodation is generally used by tourists. Other forms of accommodation can be a motel or motor hotel, lodge teens, villas, bungalows and cottages, cottage, guesthouse or guest house, marina, boarding, yacht, caravan, boat hotel, flats, apartments, and condos.

Each accommodation classified and categorized as tourists who became a hotel, for example, assume that assessment shows service quality and completeness facilities offered. Higher ratings indicate the quality of accommodation facilities and good ministry in line with higher prices.

Accommodation such as hotels, marina, yacht, apartments and condominiums tend to be used by the upper middle class travelers and other accommodation, travelers generally used by lower middle class.

**2.2. Definition of Travel and Travel Agency**

Travel agent is a company that being intermediaries ticket booking reservations, Take care of travel documents, Being an intermediary booking accommodation, restaurant, tourist facilities, and sell tour packages that are made by the general travel agency. Travel agent and travel agency has different meaning, the different are:

Function Travel agency has a function that can be divided into two functions, namely:

* 1. General Function, in this case the travel agency is a business entity that can provide information or information about everything related to the world of travel in general and specially travel.

2. Special functions:

Travel agency as an intermediary, in its activities it acts on behalf of another company and sell services company they represents. Therefore they act in between tourists and tourist industry.

a) Travel agency as a business entity that plans and organizes tour with his own responsibility and risk.

b) Travel agency as an organizer that is in intensified efforts, BPW actively cooperating with other companies both at home and abroad. Owned facilities utilized as merchandise

**2.2.1 Definition of Traveling**

Traveling in Indonesian is a vacation activities that are moved in one place to another for various reasons, such as business, leisure, and so on. Activities traveling mostly regarded as a hobby rather than a job. In the development of traveling has a new designation as backpacking. According to my personal view, traveling is a way to broaden and expand our knowledge in visiting new places or places that are already familiar with trying to interact with objects around us. Many people consider that traveling is something that will spend a lot our money, of course, this assumption may be is true, but if we know how such assumptions could change. In traveling there are many ways to make this activity more fun, that’s why many emerging traveling community as we can see now as easy communication technologies and accommodation.

**2.3** **Definition of Service**

Services are often seen as a complex phenomenon. The word "service" itself has lot of meanings, ranging from personal care to service as a product. Now lot of services, marketing expert services who has tried to define the notion of service. Here are some of them.

A service is an activity or a series of activities which take place in interaction with a contact person or physical machine and which provide consumer satisfaction. ( Lehtinen, 1983 )

A service is any activity of benefit that one party can offer to another that is essentially intangible and does not result in the ownership of anything. Its production may or may not be tied to a physical product ( Kotler, 1988 ).

A service is an activity or series of activities of more or less intangible nature that normally, but not necessarily, take place in interactions between the customer and service employees and physical resources or good and system of the service provider, which are provided as solutions to customer problems (Gronroos, 1990)

Furthermore, Valarie A. and Mary Jo Bitner Zethaml (1996) provide a limit on services, as follows. Service is all economic activities whose output is not a physical product or construction is generally consumed at that time it is produced, and provides added value in forms (such as convenience, amusement, comfort or health).

so, the service is in fact an economic activity that results are not a product of the physical form or construction, which is generally consumed at the same time to time in the produce and feed value added (eg, convenience, entertainment, pleasure, or health) or solving on the problems faced by consumers.

Not much different attempts to discuss the definitions that have been expressed, the following are the definition of services by Kotler (2004).

Some action or activity can be offered by one party to another, essentially intangible and does not result in any transfer of ownership. Product and services may be related to a physical product or not.

Meanwhile, the company that provides the operating those services is services that provide consumer products, both tangible and intangible, such as transport, entertainment, restaurants, and education.

Of the various definitions, it appears that there is always at the service aspects of the interaction between consumers and providers, even though the parties involved are not always aware of. Services are not an item, but rather a process or activity where such activities are not tangible. Furthermore, the same characteristics inherent to the service, from the views of experts, will be discussed.

**2.3.1 Service Quality**

A model has been developed by Parasuraman and his colleagues which helps identify the gaps between the perceived service quality that customers receive and what they expect. The model identifies five gaps :

* 1. Customer expectation - management perception gap.
  2. Management perception – service quality expectation gaps.
  3. Services quality specifications – service delivery gaps.
  4. Service delivery – external communications to customer gaps.
  5. Expected service – perceived services gaps.

Gaps 5 is the service quality shortfall as seen by the customer, and gaps 1-4 are shortfall within the service organization. Thus gaps 1-4 contribute to gap

The first gap is the difference between consumer expectations and management perceptions of customer expectations. Research shows that financial service organizations often treat issues of privacy and confidentially as relatively unimportant, whilst consumer considered them very important, the UK we are poor at complaining when receiving bad service – instead we tend to take our custom elsewhere. If management does not receive feedback about poor service quality then it will believe that it is meeting customer expectations.

The second gap is difference between the management perceptions of customer expectations and service quality specification. Manager will set specifications for service quality based on what they believe the customer requires. However, this is not necessarily accurate. Hence many service companies have put much emphasis on technical quality, when in fact the quality issues associated whit service delivery are perceive by client as more important.

The third gap is the difference between service quality specification and the service actually delivered. This is of great importance to service where the delivery system relies heavily on people. It is extremely hard to ensure that quality specification are met when a service involves immediate performance and delivery in the presence of the client. This is the case in many service industries: for example, a medical practice is dependent on all the administrative, clerical, and medical staff performing their tasks according to certain standards. The practice may set a goal of a maximum fifteen-minute patient waiting time – however, a doctor who keeps a poor schedule will upset the system for all of the staff.

The fourth gap is the difference between service delivery intentions and what is communicated about the service to customer. This establishes an expectation within the customer which may not be met. Often this is a result of inadequate communication by the service provider. An example, from British Rail illustrate this gap. A timetable suggests to customer that trains will arrive at a fixed time; this is often not the case. Further, British Rail appear to only apologize to customer for late arrival of trains if they are seriously behind schedule. i.e. over five minutes late.

The fifth gap represents the difference between the actual performance and the customers’ perception of the service. Subjective judgment of service quality will be affected by many factors, all of which may change the perception of the service which has been delivered. Thus a guest in a hotel may receive excellent services throughout his stay, apart from poor checking out facilities. But this last experience may damage his entire perceptions of the service, changing his overall estimation of the quality of the total service provided from good to poor.

The gap model outlined above provides a framework for developing a deeper understanding of the causes of service quality problems, identifying shortfalls in service quality and determining the appropriate means to close the gaps.

Service quality is concerned with the ability of an organization to meet or exceed customer expectations. The measure of performance is perceived service quality. It has been argued that the quality of service has two important components:

1. Technical quality – the outcome dimension of the service operations process.
2. Functional quality – the process dimension in terms of the interaction between the customer and the service provider.

A question illustrate is the difference between these two dimension of quality. Ask someone who has just left hospital, or had their car serviced, ‘did you receive good service?’ provided the patient is well and the car runs smoothly it is difficult to judge the technical quality of the operation – will the patient continue to be well? – or the car service – was not the differential oil changed and the oil filter replaced? Often a decision about quality is determined by the functional quality dimension – how the patient was treated in hospital or whether the garage staff were courteous, and the car clean and ready at the time promised.

These two dimensions of service quality highlight the subjective nature of quality assessment. Generally clients of professional service firms such as accounting and law firms have difficulty in distinguishing between good and outstanding technical quality of the service; thus judgments are often made on the subjective basis of how the client was treated.

Image also has a role to play here. Several writer suggest that technical and functional quality determine much of the corporate image which, in turn, can influence the customer’s perceived service quality. In recent years research has been undertaken in an effort to understand the factors which influence service quality. Work by Berry and his colleagues had identified five key areas as follow:

1. Tangibles – the physical facilities, equipment, appearance of personnel.
2. Reliability – the ability to perform the desired service dependably, accurately and consistently.
3. Responsiveness – willingness to provide prompt service and help customers.
4. Assurance – employees’ knowledge, courtesy, and ability to convey trust and confidence.
5. Empathy – caring, individualized attention to customer.

**2.3.2** **Characteristics and Classification Services**

Product and services have different characteristics with the goods (physical product). Griffin (1996) mentions the characteristics of services, as follows:

1. Intangibility is a service that can not be seen, felt, touched, heard, or smell before services were purchased. The significance of this is the intangible value in the consumer experience in the form of pleasure, satisfaction, or a sense of security.
2. Unstorability is not able to recognize the services of inventory or storage of products that have been produced. This characteristic is also called inseparability given in general service is produced and consumed simultaneously.
3. Customization is a service that is often designed specifically for the needs of the customer, for example, the insurance and health services.

However, there are no services products that really the same as each other. Therefore, to understand this sector, there are several ways this service product classification. The first is based on the level of consumer contact with service providers as apart a system when the services are produced. Second, the service can also be classified based on its similarity to an operating manufacturing (Griffin, 1996).

Based on the level of customer contact, the service can be divided into groups of high-contact system and the lowest contact system. The group of high contact system, the consumer should be part of the system to receive services. For example are educational services, hospitals, and transportation. Meanwhile, the group contact system are low, consumers do not need to be part of the system to receive services. For example are auto repair services and banking. Consumers do not have to be in contact when the car is damaged beyond repair by the workshop technicians.

Another way to classify services is by using a similarity with manufacturing operations. Based on similarity, the service can be divided into three groups: pure services, semimanufaktur services, and service mix. Categorized pure services are services that as high contact and with no supplies, in other words, that really quite different from manufacturing. For example, services barbers and surgeons giving out special treatment (unique) and provide services to consumers in a moment. Otherwise semimanufaktur services is relatively low contact services, have in common, and the consumer does not have to be part of the production process services. For example are banking services, insurance, post office, and delivery. Service mix is a group of services that are classified as secondary contact, a combination of several properties of pure and services semimanufaktur services. For example, garage services, dry cleaning, ambulance, firefighters, and others.

**2.4 Definition of** **Marketing Services and Relational Marketing**

Relational marketing is very relevant to discuss in marketing services. The most services business is given the involvement and interaction between consumers and providers of services. Thus, marketing only oriented approach to transactions with high sales targets in the short term become less supportive in the practice of business services. Relationship marketing emphasizes the recruitment and maintenance (keeping) customers through increasing the company's relationship with its customers.

So, in the relational marketing, new customer withdrawal is just a first step of the marketing process (Leonard Berry, 1983). Besides, keeping customers is much cheaper for the company, from the search for new customers. This was confirmed by the results of research that is needed at a cost five times as much to acquire a new customer than to retain an already become a customer. This understanding provides the following additional viewpoint:

1. There is a change in perspective in view of its relationship with the enterprise customer. Emphases move from a focus on transactions into long-term relationships with customers (maintain and build relationships with customers).
2. The existence of a recognition that quality, customer service, and marketing activities need to be run concurrently. Relational marketing focuses on three guiding elements and ensure the creation of such potential synergistic combination of these elements.

In business services, customer focus is the right choice for running marketing activities. After-sales service to customers is the embodiment of the creation of the customer. It is also one way to retain customers. Therefore, becomes very significant relationship marketing in business services.

* + 1. **Core Concepts and Relational Marketing Objectives**

There are a few core concepts in relational marketing. Including by Littel and Marandi (2003) is a horizon / long-term orientation, commitment and fulfillment, customer retention, the improvement of customer contributions, and customization.

1. Horizon / Long-term Orientation

Long-term orientation is a key feature of relational marketing. Relational marketing success is measured from old customer relationships, and maintained in some of the parts "customer wallet" obtained. Thus, the relational marketing also involves estimates of the lifetime value of customers. Relationship marketing customer sees as a partner that encourages collaboration and the creation of mutual value and situation.

1. Commitment and Fulfillment

To be able to establish long-term relationships, relational marketing is emphasis on the maintenance of trust attitude and commitment to maintaining the integrity of each through fulfillment and empathy among both parties. Thus, towards the achievement of the desired objectives can be incorporated (Callaghan et al., 1995; Yau et al., 2000). This is what is believed to encourage customer loyalty.

1. Retain Customers

Relational marketing is no longer concentrate on achieving market share, but in an effort to retain customers and increase the "customer wallet" to sell more products of the same or cross-sell to them. This implies that the high-potential customer is treated as an individual.

1. The Improvement of Customer Contributions

Increased costs to implement relationship marketing are too enough it is not economical to invest in long-term relationships with all customers. Not all consumers want a long term relationship. So, companies need to identify potential customers to establish long-term relationships and then calculate CLV so profitable for the company.

1. Two-Way Interaction

To achieve the desired relationship is the necessary dialogue and two-way communication, because relationship is marketing relational, network, and interaction (as the definition of Gummenson, 2002). Relationship marketing is not just a database or direct marketing.

1. Adjustment to the Demands of Customers (Customization)

Relationship marketing provides a better understanding of the demands and desires of consumers so as to allow providers of products according to customer specifications. Thus, mass customization or customization can be done in the mass market.

* 1. **Definition of Customer Satisfaction**

According Wikipedia customer satisfaction is a term frequently used in [marketing](http://en.wikipedia.org/wiki/Marketing). It is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm,

its products, or its services (ratings) exceeds specified satisfaction goals. In a survey of nearly 200 senior marketing managers, 71 percent responded that they found a customer satisfaction metric very useful in managing and monitoring their businesses.

It is seen as a [key performance indicator](http://en.wikipedia.org/wiki/Key_performance_indicator) within business and is often part of a [Balanced Scorecard](http://en.wikipedia.org/wiki/Balanced_Scorecard). In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy.

"Within organizations, customer satisfaction ratings can have powerful effects. They focus employees on the importance of fulfilling customers' expectations. Furthermore, when these ratings dip, they warn of problems that can affect sales and profitability. These metrics quantify an important dynamic. When a brand has loyal customers, it gains positive word-of-mouth marketing, which is both free and highly effective. Therefore, it is essential for businesses to effectively manage customer satisfaction. To be able do this, firms need reliable and representative measures of satisfaction.

"In researching satisfaction, firms generally ask customers whether their product or service has met or exceeded expectations. Thus, expectations are a key factor behind satisfaction. When customers have high expectations and the reality falls short, they will be disappointed and will likely rate their experience as less than satisfying. For this reason, a luxury resort, for example, might receive a lower satisfaction rating than a budget motel even though its facilities and service would be deemed superior in 'absolute' terms.

The importance of customer satisfaction diminishes when a firm has increased [bargaining power](http://en.wikipedia.org/wiki/Bargaining_power). For example, [cell phone](http://en.wikipedia.org/wiki/Cell_phone) plan providers, such as [AT&T](http://en.wikipedia.org/wiki/AT%26T) and [Verizon](http://en.wikipedia.org/wiki/Verizon), participate in an industry that is an [oligopoly](http://en.wikipedia.org/wiki/Oligopoly), where only a few suppliers of a certain product or service exist. As such, many cell phone plan contracts have a lot of [fine print](http://en.wikipedia.org/wiki/Fine_print) with provisions that they would never get away if there were, say, 100 cell phone plan providers, because customer satisfaction would be far too low, and customers would easily have the option of leaving for a better contract offer.

**2.5.1 The Effect of Customer Satisfaction on corporate Profits**

Eugene W. Anderson and Vikas Mittal (2000) states that there is customer always satisfaction programs produce as expected. It is based on the idea that by improving the quality attributes of the products and services that will increase customer satisfaction. Increasing customer satisfaction is expected to increase efforts to retain customers, which in turn will generate greater profits.

Has been much research done and prove the relationship of customer satisfaction with the profit of the company. At the industry level analysis, it has been proven that successful companies giving out the level of customer satisfaction and maintain higher customer will obtain higher profits anyway.

However, there are problems of relationship satisfaction with this profit at some companies. Often, companies have enhanced performance is the key attribute, but does not increase customer satisfaction. In other conditions, changes in the level of customer satisfaction proved no effect on customer retention, even to the profit obtained. This is interesting Anderson and Mittal to discuss the relationship of customer satisfaction. According to them, there is asymmetric and nonlinear relationships on any links contained in customer satisfaction relationship with the profit.

**Link 1 : level of performance or results and customer satisfaction**

By modeling this relationship is linear symmetry and it is not possible to see the weight of interests between attributes so that the priority attribute will be ignored in improving customer satisfaction. Meanwhile, by modeling the nonlinear relationship of this asymmetry and symmetry and linear estimation error will result attributes influence on customer satisfaction.

Most customer satisfaction program is aimed to improve the performance or positive results on attributes. So, the attributes that are important to be known and performance improvements made through these attributes. By using the relationship asymmetry, positive performance improved and the negative performance is removed, which is done to achieve the goals depends on the nature or character of these attributes. This asymmetry depends on the nature of customer segmentation and time changes and time changes are made.

**Link 2 : Customer Satisfaction and Retain Customers**

By modeling this relationship is linear symmetry and there will be an error in the estimation of the effect of customer satisfaction on customer retention when changes are made to the average level of satisfaction. Two companies might have the same level of satisfaction, but maintaining relationships with customers will be different. To better understand the influence of satisfaction, there are efforts to retain customers, companies must start viewing the attractiveness of each alternative and also the difficulties encountered in its implementation.

**Link 3 : Customer Retention and Profitability**

The higher the customer's efforts to maintain (supposed) the higher the profitability. This is because customers will more often buy products, in greater numbers, and are likely to try other products offered by the company that will lower the cost of marketing and sales with the information of positive word of mouth.

Linear relationship would lead to estimation errors (too low) the effect of maintaining the customer to profit in companies with low effort to retain customers. Companies should assess the relationship with the customer maintain profit separately for each of the segments and decide the optimal allocation strategy made to optimize efforts to retain customers and profitability.

Anderson and Mittal show relationships and non-linear asymmetry between the three links contained in customer satisfaction relationship with profit. They are theory that publish break understanding and empirical studies that have so far, which shows that the symmetry and linear relationship. It turns out, is not generally accepted, depending on the characteristics of the attribute, which also depends on the market and the timing of the introduction segmentation attributes to improve the customer satisfaction.

**Chapter III**

**Methodology**

**3.1 Research Design**

In every research there must be kind of method which is used by the writer as research design. The method that the writer used is Qualitative methods. According Satori and Komariah (2014:22) Qualitative research is research that emphasizes the quality or the most important thing of the nature of the goods / services. A main feature of the goods or services in the form of events / phenomena / social phenomenon is the meaning behind these events can be a valuable lesson for the development of theoretical concepts. The meaning and definition of the research design and method according to the experts, among others :

Satori and Komariah(2014-3 ): research is an activity that uses the power of thought and observation activities by using certain rules to generate knowledge in order to solve a problem.

Satori and Komariah (2014: 2): research is an effort to find scientific knowledge. Knowledge is everything that we know that the numbers are many and varied, while scientific knowledge is knowledge gained from research.

The purpose of research are discovery, verification and development of science and usability research can be used to understand issues, solve problems, and anticipate problems.

**3.2 Population and Sample**

1. Definition of population by experts among others :

According to Gregory (Djailani, 1998: 107): the population is whole of relevant object to the problem under study.

The population is the total number of whole units or elements which investigators interested. (Kenneth D Bailey; 85)

Congelosi and Taylor (Djailani, 1998: 107): population is the overall population studied elements.

Population in this research is all customers at Graha Wisata Tour and Travel.

1. Definition of sample by experts among others:

Santori and Komariah (2014:46): sample is a small part of the members of the population are taken according to specific procedures that can be represented by a representative population.

According Earl Babbie (Prijana,2005) sampling is the process of selecting observations.

For this research used sampling method, for sample is thirty customers at Graha Wisata Tour and Travel.

**3.3 Procedure of Data Collecting**

The data collecting technique is one of the activities necessary to get the data in the study, the data collecting technique used in this study are follows;

**3.3.1 Library Research**

In this study the writer reading and studying books as a reference for completing this paper. Study books relating to the problem being investigated.

**3.3.2 Field Research**

In this paper research technique are follows;

* + - 1. Observation

Observation is a method of collecting data by direct observation in the company concerned. Some information is obtained from the observation room/place, worker, activities, objects, actions or event and time. This is definition observation by experts, among other:

Alwasilah C. (2003:211): observation is systematic observation and research or intentional planned for data acquisition is controlled validity and reliability.

Nasution (2003: 56): observation is the basis of all science. Scientists can only work based on the data, that is a fact about the world of reality that is obtained through observation.

Syaodih N (2006: 220): observation is a technique or way of collecting data by the conduct observations on going activities.

The writer observed the company and while the writer did the internship for three months started from January 26th until April 26th 2015 as Tour Division in Graha Wisata Tour and Travel.

* + - 1. Questionnaire

According wikipedia questionnaire is a [research](http://en.wikipedia.org/wiki/Research) instrument consisting of a series of [questions](http://en.wikipedia.org/wiki/Question) and other prompts for the purpose of gathering [information](http://en.wikipedia.org/wiki/Information) from respondents. Although they are often designed for [statistical](http://en.wikipedia.org/wiki/Statistics) analysis of the responses, this is not always the case. The questionnaire was invented by [Sir Francis Galton](http://en.wikipedia.org/wiki/Francis_Galton).

Questionnaires have advantages over some other types of [surveys](http://en.wikipedia.org/wiki/Statistical_survey) in that they are cheap, do not require as much effort from the questioner as verbal or telephone surveys, and often have standardized answers that make it simple to compile data. However, such standardized answers may frustrate users. Questionnaires are also sharply limited by the fact that respondents must be able to read the questions and respond to them. Thus, for some demographic groups conducting a survey by questionnaire may not be concrete.

In this research the writer dividing a questionnaire to customer who using Graha Wisata Tour and Travel. The writer making a questionnaire based on TERRA theory (Tangibles, Empathy, Reliability, Responsiveness, and Assurance).

* + - 1. Interview

Interview method is a method of data collection is done by direct interaction with employees to get the data relating with this report.

According Berg (2007; 89) limits the interview as a conversation with a purpose, especially in order to gather information.

In this research the writer conducted a question and answer with the employees of the company to get an overview of the company, including the company’s strategy, duties, and responsibilities.

**3.3.3 Operational of variables**

According Sugiyono (2011: 59) variable is an attribute, the nature or value of people, objects or activities that have a certain variation defined by the researchers to be learned and then be deduced.

**Table 3.1**

**Operational of Variable**

|  |  |  |
| --- | --- | --- |
| **Dimension** | **Indicator** | **Number questionnaire item** |
| Tangible | 1. Bus 2. Hotel 3. Uniform 4. Restaurant | 1,2,3,4 |
| Reliability | 1. Service 2. Communication | 5,6 |
| Responsiveness | 1. Willingness to help customer 2. Alacrity | 7,8 |
| Assurance | 1. Knowledge 2. Courtesy | 9,10 |
| Empathy | 1. Caring to customer | 11. |

**3.3.4 Likert of scale**

According Sugiyono (2011: 92) Likert scale is a scale used to measure attitudes, opinions, and perceptions of a person or group of people about social phenomena.

**Table 3.2**

**Likert scale**

|  |  |
| --- | --- |
| **Pernyataan respondesn** | **Scores** |
| Very good (VG) | 5 |
| Good (G) | 4 |
| Hesitated (H) | 3 |
| Bad (B) | 2 |
| Very bad (VB) | 1 |

**3.4 Data Analysis**

* Descriptive of Analysis

To answer the problem of identification of An Analysis of the Factors that Affect Customer Satisfaction to Increase Sale in Graha Wisata Tour and Travel. So then performed a descriptive analysis in the form of the average percentage, with the following formula:

X= Actual Scores x 100%

Ideal Scores

Then to find out which area is located on the actual score of the respondents' answers, then do the following summation:

1. Total score ideal for all items is = 5x30 respondents x 11 questions = 1650 (VG)
2. The lowest number for all items is = 1x30 respondents x 11 questions = 330 (VB)

**Table 3.3**

**Criteria attainment variable**

|  |  |
| --- | --- |
| **Interval** | **Criterion** |
| 0% - 20% | Very Bad (VB) |
| 21% - 40% | Bad (B) |
| 41% - 60% | Hesitated (H) |
| 61% - 80% | Good (G) |
| 81% - 100% | Very Good (VG) |

After the writer got the data after she observed, interviewed, and gave some questionnaire to customers, afterward the information would be collected and analyzed. The results of the interview would transcribe. The writer got some information and tried to understand. She underlined the data related to the research problem. The writer eliminated unnecessary data. After that, she classified the important things and made conclusions so easily to be understood by researcher and the reader.

**Chapter IV**

**Data Analysis and Findings**

* 1. **Data Analysis**

This research aims to find out about factors that affect customer satisfaction to increase sale in Graha Wisata Tour and Travel Bandung, it will be disuss on paper entitled **“Analysis of the Factors that Affect Customer Satisfaction to Increase Sale in Graha Wisata Tour and Travel Bandung”.** The writer has a chance to be a tour leader to support the information of this research the writer did observation, interview, and questionnaire to complete the data. These are the results of interviews, questionnaires and observation.

1. Interview

Interview with Manager Marketing

1. *Bagaimana strategi pemasaran di Graha Wisata Tour and Travel?*

**Mr. Lizar** : *strategi dilakukan melalui relasi dari pada menyebarkan brosur, karena dengan relasi lebih bisa mendapatkan kepercayaan lebih dari pada klien yang baru dikenal. setelah tour dijalankan biasanya membagikan kartu nama agar bisa menghubungi kembali Graha Wisata Tour and Travel dengan mudah.*

**Analysis of data interview question 1**

Strategy is done through the relation than by spreading the brochure, because the more relationships can gain more trust from the new client known. After the tour is run normally hand out business cards to be contacted back Graha Wisata and Travel with easily.

1. *Target pemasarannya untuk siapa saja?*

**Mr. Lizar** : *untuk semua kalangan*

**Analysis of data interview question 2**

For all people.

1. *Bagaimana cara agar paket tour yang dibuat bisa menarik minat banyak orang?*

**Mr. Lizar** : *service yang lebih pada saat tour. Setiap tour harus ada perbedaan agar tidak monoton, dan kedekatan dengan pelanggan harus di utamakan, agar pelanggan bisa kembali untuk tour berikutnya.*

**Analysis of data interview question 3**

Service more during the tour. Each tour should be difference to avoid monotony, and closeness to the customer must be in priority, so that customers can return to the next tour.

1. *Bagaimana strategi untuk membuat pelanggan puas dengan pelayanan jasa yang di berikan oleh Graha Wisata Tour and Travel?*

**Mr. Lizar** : *lebih mengutamkan keinginan pelanggan selama dana yang diberikan masih bisa dilaksanakan, misalnya : ada tambahan tempat wisata dan tambahan makanan dan minuman dan lain-lain.*

**Analysis of data interview question 4**

Give More priority to the customer's desire for a given fund can still be carried out, for example: there are additional attractions and additional food and beverage and others.

1. *Bagaimana strategi Graha Wisata Tour and Travel agar penjualan setiap tahunnya meningkat?*

**Mr. Lizar** : *lebih mendekatkan diri pada pelanggan yang sudah ada, jadikan pelanggan sebagai sahabat atau saudara. Karena dengan mendekatkan diri pada pelanggan, itu akan membuat pelanggan memakai jasa travel kita lagi.*

**Analysis of data interview question 5**

Get closer to old customers, treat customer as a friend or brother and sister. Because of the nearness to the customer, it will make customers use the services of our travel again.

1. *Apakah kepuasan pelanggan berpengaruh terhadap penjualan?*

**Mr. Lizar** : *sangat berpengaruh, karena kepuasan pelanggan akan menjadi bercabang, karena pelanggan bisa saja mempengaruhi teman-teman terdekatnya untuk memakai jasa Travel kita.*

**Analysis of data interview question 6**

Customer satisfaction is very influential, because customer satisfaction will be extending, because the customers could affect their closest friends to use the services of the Travel.

1. Questionnaire

**Table 4.1**

**The Results of Questionnaire Respondents**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Num** | **Question** | **Scores** | | **Percentage (%)** |
| **Actual** | **Ideal** |
| 1 | How bus provided by Graha Wisata Tour and travel? | 131 | 150 | **87,33%** |
| 2 | How does the restaurant chosen by Graha Wisata Tour and Travel? | 120 | 150 | **80%** |
| 3 | How hotels are chosen by Graha Wisata Tour and Travel? | 122 | 150 | **81,33%** |
| 4 | How uniform worn by Tour Leader Graha Wisata Tour and Travel? | 104 | 150 | **69,33%** |
| 5 | How the services provided by Graha Wisata Tour and travel? | 125 | 150 | **83,33%** |
| 6 | How is the communication between the Tour Leader with customers? | 116 | 150 | **77,33%** |
| 7 | How willingness Tour Leader in helping customers? | 110 | 150 | **73,33%** |
| 8 | How alacrity Tour Leader in helping participants who are sick? | 114 | 150 | **76%** |
| 9 | How knowledge Tour Leader of place being visited? | 123 | 150 | **82%** |
| 10 | How to respect Tour Leader to the participants? | 119 | 150 | **79,33%** |
| 11 | How is the attention given to the customer by Tour Leader? | 118 | 150 | **78,66%** |
| **Total** | | **1302** | **1650** | **78,90%** |

1. Observation

Beside interviewing manager marketing the writer also observed the activities in Graha Wisata Tour and travel Bandung. The writer observed the situation of tour started from January 26th until April 26th 2015doing the on job training there for three months.

First day on January 26th 2015 the writer came and joined with Graha Wisata Tour and Travel Bandung, the writer made an itinerary for tour.

During the work there the writers make a package tour and also calculated the cost of the tour made. Creating a package tour is not easy because they have to adjust to the time available, and the time which is made must be right because if it is not then the fixed schedule will be a mess. Creating tour packages should also be attractive, and different from each tour so it will not be boring.

Marketing manager also gives a lot of knowledge for the writer. Manager Marketing taught the writer how to create a package tour and to consider the cost of the tour, to calculate the cost of the package tour must be carefully, because if it is not it will injure the company, it must be ensured all the necessary already financed a full written detail of the tour.

The writer also participated directly in the tour organized by the travel, the writer served as tour leader during the tour progresses. Tour which was held on 29th March to 4th April by bus it was the first experience carried out by the writer as a tour leader. To take care of so many people was not easy, the tour leader should be alert in dealing with tour participants. As the tour leader must be patient to handle so many participant, participants who followed the tour has different character, so the tour leader must be smart to adjust to the participants.

During the writer doing on job training in the travel, the writer got many useful experiences from the very beginning to create a package tour, calculate the cost of the tour, and also no less importantly, the writer can get new friends. Because if someone who working in the travel should be able to socialize with other people quickly.

* 1. **Finding data**

In this chapter the writer answered the question which relates to the research problems. Based on the observation the writer directly observes about factors that affect customer satisfaction to increase sale in Graha Wisata Tour and Travel Bandung.

Which became the main subject at the time of the tour is a tour leader, because the tour leader is a person who interacts directly with the customers when the tour takes place. Satisfaction or dissatisfaction of the customer depends serve the customers well, and put the interests of customers. If at the time of the tour takes place, the tour leader does not make the customers satisfied it will affect sales in travel. Because travel is a company that sells services, the services provided should be able to make the customer satisfied, so that customers will keep using the travel again.

Anything that is provided by the travel must be in accordance with what the customer wants. Tour leader should will behaved, friendly, polite and should treat the customer as an old friend or brother and sister. Because if the customers feel satisfied, customers will keep using the travel again. Not only that, the customers satisfaction with the travel service can make travel sales increased, because the customer can recommend the travel to others.

Here is the sales and revenue generated by Graha Wisata Tour and Travel Bandung in 2013 to 2014.

**Table 4.2**

**Overseas tour in 2013**

|  |  |
| --- | --- |
| **Name ofCountry** | **Income** |
| Thailand | 25.000.000 |
| China | 18.000.000 |
| Hongkong | 15.000.000 |
| **Total** | **58.000.000** |

**Table 4.3**

**Tour out of the city in 2013**

|  |  |
| --- | --- |
| **Name of City** | **Income** |
| Taman safari | 7.000.000 |
| Batam | 9.000.000 |
| Bali | 7.000.000 |
| Aceh | 9.000.000 |
| Kalimantan | 8.500.000 |
| Solo | 6.500.000 |
| Balik Papan | 8.500.000 |
| Makasar | 8.000.000 |
| Jakarta | 6.000.000 |
| Semarang | 6.500.000 |
| Medan | 7.500.000 |
| Yogyakarta | 6.500.000 |
| Lombok | 8.500.000 |
| **Total** | **98.500.000** |

**Table 4.4**

**Overseas tour in 2014**

|  |  |
| --- | --- |
| **Name of Country** | **Income** |
| China | 12.000.000 |
| Thailand | 18.500.000 |
| **Total** | **30.500.000** |

**Table 4.5**

**Tour out of the city in 2014**

|  |  |
| --- | --- |
| **Name of City** | **Income** |
| Ciater | 13.000.000 |
| Yogyakarta | 112.000.000 |
| Bali | 7.000.000 |
| Semarang | 5.000.000 |
| Surabaya | 5.000.000 |
| **Total** | **142.000.000** |

**Table 4.6**

**Total revenue in 2013-2014**

|  |  |
| --- | --- |
| **Years** | **Income** |
| 2013 | 156.500.000 |
| 2014 | 172.500.000 |

**Chapter V**

**Conclusions and Suggestion**

**5.1 Conclusion**

Tourism is one of the things that is important to a country. Through tourism a country or government, can received any income from tourism revenue. The development of tourism in Indonesia is growing along with the rate of the world economy. Indonesia is rich in natural and cultural attraction and therefore government develops tourism resources as one of a source of foreign exchanges. The development of tourism in Indonesia is growing rapidly. It can be seen from the increasing number of foreign tourists coming to Indonesia from year to year.

However, because of many people are busy with their daily routines, Thus was born a travel to help people who want to go travelling but do not have time to take care of the accommodation and vacation spot. Travel can recommend beautiful places in Indonesia and overseas.

But many rivals in the world of travel, those travel compete to provide the best service to customers, as one travel in Bandung, namely Graha Wisata Tour and Travel Bandung. Hospitality businesses engaged in services plays an important part role in fulfilling and satisfying the wishes and needs of the customers. Therefore, the best service is prioritized in the travel business so that the customers feel comfortable and happy to use the travel during tour. In this case, the service will make the travel itself becomes favorite travel in Bandung. In addition, the satisfactory service would give a good image in the eyes of the customers. Moreover, the condition of the hospitality business competition is increasingly high, they compete to make good itinerary, choose good hotel, choose good restaurant, choose good bus or air line, and the important thing is a tour leader, tour leader must be caring to all customers during the tour, and tour leader must be getting closer with old customer and makes a new customer as a friend or brother and sister. However, there is one thing that must be understood in the hospitality business which is the quality of staff. In this case, to be able to compete with other travels, the travel must know and concern about how the service quality to make the customer satisfied.

In this case the tour leader is very influential in determining the image of the travel because the tour leader is the part that often interaction directly with the customer. In this case there are five factors that determine the quality of service is satisfactory, they are tangible, reliability, responsiveness, empathy, and, assurance. If these factors have been fulfilled and the responds from the customers are very good, it means the customers feel satisfied with the quality services in Graha Wisata Tour and Travel Bandung. In collecting the data the writer used several techniques which are interviews, observation, and questionnaires. The results of the data that obtained from interviews, observation, and questionnaires will be analyzed and described later, the results of this analysis use qualitative method in order to obtain accurate results, complete, and detailed described.

Quality of service itself is a powerful weapon in the excellence of a company, especially a company that is engaged in. From the results of this study, it can be concluded that the quality of service at Graha Wisata Tour and Travel Bandung has a very good value in the eyes of the customers.

**5.2 Suggestions**

The advice given by the writer is Graha Wisata Tour and Travel Bandung must be used good uniform, especially for the Tour leader, because by using the uniform, it will distinguish only between the tour leader and the participants.