



ABSTRACT

The main objective of this research is to know how well the service quality of Merpati Nusantara Airlines represents the customer expectation of service quality also how big is the gap that occurs between customer expectation of service quality and perceived service quality. Based on the research outcome, then can be develop steps to improve service quality of Merpati Nusantara Airlines so it will be more closer to what the customer expected.

The methods use for collecting data are, observation, questioner, interview with the right person and reference from the library. The questioner use for this research is a standard base questioner develops by Parasuraman et. al which contains five service quality dimension, which are tangibles, reliability, responsiveness, assurance and empathy. Where as the questioner use SERVQUAL scale to measure quality satisfaction especially use in the service industry. Before the data collecting the questioner needed to be tested for validity and reliability using SPSS version 10.01 for windows.

The conclusion from the research was there is a gap between the customer expectations of service quality from Merpati Nusantara Airlines with the service quality actually received by the customer. The value of gap5 is -1,59, negative means Merpati Nusantara Airlines haven't meet the customer expectation of service quality. The value of each dimension contribute for gap5 are, reliability -1,59, assurance -1,44, empathy -1,41, reponsiveness -1,32 and tangible -1,11.

Keywords: Service Quality, SERVQUAL, Gap Analysis.