

IMPLEMENTATION OF SERVICE QUALITY TO CUSTOMERS AT PT GAPURA ANGKASA

I Putu Arya Pratama Putra Pinatih¹, Agus Putu Abiyasa²

Universitas Pendidikan Nasional, Denpasar

Jl. Bedugul No.39, Sidakarya, Kec. Denpasar Sel, Kota Denpasar, Bali 80224

¹ aryapratama.kc@gmail.com, ² abiyasa@undiknas.ac.id

Abstract

The Job Training Report (PKL) made by the author explains how the authors follow the activities at PT. Gapura Angkasa, Denpasar Branch for 2 months from July 4, 2022, to September 2, 2022. The author was placed in the Human Resource Development division, assisting in the field of student administration in carrying out On Job Training, training, and education staff, as well as assisting in the field of managing employee administration. Activity that is often done by the author is in entering the existing training data. The author wants to know how the HRD flow in developing career employees and the development of a quality workforce. The author gets various sciences and knowledge during the implementation of fieldwork practices, the author also acquires soft skills & hard skills that can be applied both in the real world of work and in everyday life.

Keywords: Airport, On the Job Training, Report, Students.

INTRODUCTION

Service Quality is the main basis for knowing the level of customer satisfaction. In this case, the company can be said to be good if it can provide goods or services to the wishes of customers. Product quality and good service performance will be very influential in increasing customer satisfaction. Service quality can be interpreted as the level of customer satisfaction. Where this is obtained by comparing one type of service with other similar services. Thus, consumers can find out the comparison of the level of service quality between companies A and B. Service quality is considered good if the service provided is what is expected by consumers, while if it exceeds what consumers expect, then it can be said that the service is very satisfying. Quality of service can be a means of strengthening the inner relationship between entrepreneurs and consumers. When expectations and desires are fulfilled, consumers will feel valued at the place of business. Consumers feel that the money spent is proportional to their desires and expectations. Therefore, service providers must increase the level of customer satisfaction in various ways. Such as maximizing the visitor experience so that they feel comfortable and happy when they are treated well. Do not let visitors feel otherwise. Like not being appreciated with service that is ignorant and not friendly. Another way is to provide convenience, speed, accuracy, and capability to consumers. If the service is what consumers expect, then the service quality can be considered ideal. Service quality can be considered low if what is received or felt by consumers is not as expected. Service quality

can be maximized in various ways. As always being polite, friendly and professional. All workers must have unified feelings to maintain professionalism. Even though not all consumers can shop with a good attitude, as a business owner they must maintain the quality of service. Thus, the quality of service can be a plus. Service quality is very important to understand because it has a direct impact on the image of a business. Good service quality will greatly benefit the business. If a business has received a positive consumer value, the consumer will provide good feedback and can become a regular customer or repeat buyer. Of course, this will have a big impact on business continuity. Human resources (often abbreviated HR) is very important and cannot even be separated from an organization, both institutions, and companies. Human resources are also the key that determines the development of the company. In essence, human resources are people who are employed in an organization as movers, thinkers, and planners to achieve the goals of the organization. Employees are not a mere resource, but rather capital or assets for institutions or organizations. Because of these 3, a new term emerged outside of human resources, namely human capital. Here human resources are seen not only as the main asset but as assets that are valuable and can be multiplied, and developed (compared to investment portfolios) and not vice versa as liabilities (burden). Here the perspective of human resources as an investment for institutions or organizations is more prominent.[1] The definition of human resources can be divided into two, namely the understanding of micro and macro. The definition of human resources on a micro level is an individual who works and is a member of a company or institution and is commonly referred to as employees, laborers, employees, workers, workers, and so on. While the notion of human resources at a macro level is the population of a country that has entered the age of the workforce, both those who have not worked and those who have worked. So that as a whole, the notion of human resources is an individual who works as a driving force for an organization, both an institution and a company, and functions as an asset whose capabilities must be trained and developed.

IMPLEMENTATION METHOD

The method chosen to complete this research is a qualitative approach with descriptive methods. As quoted by Sugiyono, 2018, namely "Research that applies qualitative methods is research based on post-positivism or interpretive philosophy, which is generally used to research natural objects, where the researcher himself is the key instrument, data collection techniques are carried out by triangulation and the data obtained tends to be qualitative, data analysis is inductive/qualitative in nature, and research results are to understand the meaning, understand the uniqueness, construct phenomena, and find hypotheses". Where in searching for data and information, the authors apply interview techniques with HRD Managers and Staff of PT Gapura Angkasa. In addition to applying technical interviews, the author also took data from the archives section of the HRD field.

RESULTS AND DISCUSSION

PT. Gapura Angkasa has highly accredited services and very good service quality. PT. Gapura Angkasa continuously maintains the quality of service to customers. Responsibilities and obligations of PT. Gapura Angkasa to be a complement and to work together in serving flight operations in Indonesia and to provide skills and accuracy of services that can only be achieved by developing a management system, customer quality, and quality employees who are fit to use and have high motivation are the keys to the company's journey.

CONCLUSION

In the world of aviation, it is very important to have a ground-handling company to meet the needs of airlines to handle all aircraft activities while on the ground. Therefore PT Gapura Angkasa was established to meet the needs of airlines flying to Indonesia, both domestic and foreign airlines. The author can combine the theory obtained on campus with the actual situation in the field, thus making it easier for the writer to carry out PT. Gapura Angkasa can create strong synergy to achieve healthy company performance and professionalism which in the end can develop the company's mission to become the best ground handling company in Asia. And good service quality also helps this company to become a company that has good service in serving all customers. PT. Gapura Angkasa to complement and cooperate in serving flight operations in Indonesia and to provide skills and accuracy of services that can only be achieved by developing a management system and services for customers that are being implemented.

REFERENCES

- Febriani, R. (2021). PENGARUH MOTIVASI DAN BUDAYA ORGANISASI TERHADAP KINERJA KARYAWAN PT. GAPURA ANGKASA DI BANDAR UDARA INTERNASIONAL AHMAD YANI SEMARANG (Doctoral dissertation, STTKD Sekolah Tinggi Teknologi Kedirgantaraan Yogyakarta).
- Kusuma, N. M. P. (2016). KEGIATAN RAMP HANDLING PADA MASKAPAI CITILINK PT GAPURA ANGKASA BANDAR UDARA INTERNASIONAL JUANDA SURABAYA. *Ground Handling Dirgantara*, 3(1), 5-13.
<https://ap1.co.id/id/information/news/detail/pt-gapura-angkasa>