ABSTRACT

This study aims to determine whether there is a significant influence between service quality on customer satisfaction in NC Tours and Travel. Service quality assessed based on five dimensions: tangible, reliability, responsiveness, assurance, and empathy. In this study, there were 38 respondents from customers of NC Tours and Travel in April 2013. Analysis of the influence between variables by using simple regression analysis. From the analysis of the data, it was found that the quality of service influence significantly by 52.6% on customer satisfaction in NC Tours and Travel. (SD)

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