

# UNIVERSITAS INTERNASIONAL BATAM

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## **ANALYSIS SERVICE QUALITY AT NEW SYMPHONIA**

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### **ABSTRACT**

*This practical work aims to overcome the problems faced by New Symphonia regarding complaints obtained only by word of mouth such as, less attractive facilities, irregular parking lots, and others. With the improvement in terms of service quality forms it can be well recorded and increase the number of students who want to study music in New Symphonia.*

*In this practical work produces a tool to accommodate all the criticisms and suggestions from all students there Outputs delivered to the company include the design of making QR Codes, creating a Google form that contains questions about the quality of services at New Symphonia. This service quality analysis system is created using google form with internet media and the results are in Microsoft Excel software. The results of this system are able to know things about the 5 dimensions of service quality, namely: tangible, reliability, responsiveness, assurance, and empathy.*

*The results of this practical work are : facilities that are not yet visually appealing (tangible), lack of regular parking spaces (tangible), locations that are a bit difficult to reach (tangible), and the timeliness of music lessons (reliability).*

*Key words: service quality, service, report, tangible, reliability, responsiveness, assurance, empathy.*