

PERCEPTIONS OF VISITORS ON THE QUALITY OF SERVICE AT SELATBARU BEACH SEAFOOD STALL

Name of Student : Mirna Nelfiani
Registration Number : 5404171068
Advisor : Yunelly Asra SE., MM

Abstract

The purpose of this study is to determine the perceptions of tourists on the quality of Selatbaru beach seafood stalls in Bengkalis, to see the quality of service every visitor at Selatbaru seafood stalls. The type of research is observational. The target population for this research is the consumers of Selatbaru beach seafood stalls, Bengkalis. Data collection techniques for this research are interviews and questionnaires. Researchers are interested in examining consumer perceptions of the service quality of seafood stalls from the five dimensions of service quality: service dimensions, namely tangibles, reliability, responsibility, assurance, and empathy dimensions. Implementation of service quality at seafood stalls, The good category with an average score of the five dimensions of service quality of 3.73. It can be concluded that the five dimensions assessed based on consumer perceptions, the dimensions of physical evidence get the highest average rating with a score of 4.16. Consumers gave the lowest assessment of the guarantee dimension of 4.15.

Keyword : Seafood Stall, Quality of service, Tangibles, Responsibility, Guarantee