

ABSTRACT

Service quality is a winning strategy, so that companies can be more successful and survive (to survive). Quality and service excellence that contributes to higher customer satisfaction market share and profitability. Also explained that the advantage of service attributes, can increase customer willingness to recommend to other customers. Received much criticism Heroes Plasa Telkom indicated that customer service is still not satisfactory, therefore the need for research to address the various factors that cause has not been satisfied customers of Telkom Plasa Heroes Semarang with the services provided. From this background the purpose of this study was to analyze the effect of reliability, responsiveness, empathy, tangible, and the assurance of the Words of Mouth on Telkom Plasa Heroes Semarang. For the sake of the sample used by the researchers was 70 respondents obtained through Slovin formula. Then to answer the purposes of this study the data from the questionnaires were analyzed using a multiple linear regression analysis.

The results of the analysis of the data shows the quality of reliability (reliability), quality responsiveness, quality of service Empathy, Tangible service quality, and good service quality Assurance positive influence on Words of Mouth, demonstrated the significance probabilities of each variable <0.05 .

Recommendations are given based on the results of this study are: 1) Improve the completeness of facilities, 2) To evaluate the performance of regular officers to request direct feedback from customers, and provide periodic training to front office officials who deal directly with customers, 3) Increasing the number of parking attendants and security guards outside the office Plasa, 4) Improving hospitality workers when starting the service.

Keywords: Reliability, Responsiveness, Empathy, Tangible, Assurance, Words of Mouth