

## ABSTRACT

Title: "Implementation of Quality Services to Increase Customer Satisfaction  
(Studies in Batu Night Spectacular (BNS))"  
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Keywords : Quality Services and Consumer Satisfaction

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Companies that fail to satisfy his ministry will face complex problems. Generally dissatisfied customers will express negative experiences with others and you can imagine how big the losses from the failure of satisfying customers. Therefore, every service company shall plan, organize, implement, and control the quality system in such a way, so that the service can satisfy its customers. The purpose of this study was to determine the application of service quality and customer satisfaction, as well as to determine the quality service and customer satisfaction in Batu Night Spectacular (BNS)

Research is qualitative research. In qualitative research, which became an instrument or tool is the researcher's own research. Therefore, researchers should also be validated as an instrument of how far qualitative researchers are ready to conduct further research went into the field type of data used in support discussion conducted in this study Adala Primary data is data obtained by direct interviews with stakeholders and field observations and Secondary Data is organizational structure, vision, mission, corporate documents and other records.

From the results of the implementation of service quality research in Batu Night Spectacular (BNS), which consists of the quality of care has been implemented by BNS (Batu Night Spectacular) has implemented the five dimensions of service tangibles, reliability, responsiveness, assurance, and empathy of the five dimensions have been properly implemented according to the standards used by BNS (Batu Night Spectacular). Of standards that have been applied it has given satisfaction to the customer but there is still a bit lacking in terms of tangible, ie in terms of space or parking area provided less extensive, and related socialization travel insurance in place is not good, but the consumers are satisfied by all services given by BNS (Batu Night Spectacular).