

ANALYSIS OF COMMUNICATION AMONG COMPANIES AND CUSTOMERS BASED ON A JAPANESE VISA IN HIS TOUR AND TRAVEL

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Abstract. For some people traveling abroad is one of the hobbies or maybe going on a business trip. However, to take care of travel and accommodation and transportation requirements. to get all the documents needed during the trip does take time. Especially for customers who have a lot of activities, especially young people or students, it is better to use a travel services bureau. Because this can simplify all your needs during the trip. To achieve this, effective and efficient communication is still needed to ensure good communication between customers and sellers. As a result of good communication, customer satisfaction arises. On the other hand customer satisfaction also depends on the services provided by a company.

Keywords : *communication, customer satisfaction, service*

Introduction

For some people traveling abroad is one of the hobbies or maybe going on a business trip. However, to take care of travel and accommodation and transportation requirements. to get all the documents needed during the trip does take time. Especially for customers who have a lot of activities it's good to use a travel services bureau. Because this can simplify all your needs during the trip.

Communication between the company and the customer is also needed for the smooth running of a company such as in making visas. Communication is something that cannot be separated from human life, especially in the field of business. In the activities of the communication company has an important role to run the process of work. Where communication is used to interact socially workers and customers. Effective communication is expected by the company to create a conducive work atmosphere and the achievement of activities on target. And the data used is obtained from HIS Tour and travel which has several branches in Jakarta.

Optimizing communication between the company and the customer is an important factor in making a visa. This is used so that there is no miss communication between the company and customers in the smooth running of the tour.

The definition of a Japanese visa itself is a recommendation given to foreign nationals to enter Japan and but does not mean absolute permission or guarantee to enter Japan. The final decision to enter or not enter Japan will be given by Japanese Immigration upon landing in Japan. The following are examples of types of Japanese visas:

- Temporary visitor visas for family purposes,

- Temporary visitor visas for the purpose of family visits,
- Multiple visitor visits (travel),
- Temporary visitor visas for businesses,
- Special visa (student / training / work). And much more

Literature Review and Hypothesis

Communication

communication is an activity of delivering information, be it messages, ideas, and ideas, from one party to another. This communication activity is usually done verbally or verbally making it easier for both parties to understand each other. Meanwhile, communication occurs without going through a process. The communication process usually begins with the material spoken by the speaker who is then received by the recipient.

Customer satisfaction

Consumer satisfaction is the level of consumer feelings after comparing between what he receives and expectations (Umar, 2005: 65). A customer, if satisfied with the value provided by a product or service, is very likely to be a customer for a long time.

According to Philip Kotler and Kevin Lane Keller quoted from the book Marketing Management said that Consumer Satisfaction is a feeling of pleasure or disappointment someone who appears after comparing the performance (results) of products thought to the expected performance (2007: 177).

Service

Service is an activity or sequence of activities that occur in direct interaction between someone with another person or machine physically, and provides customer satisfaction. In the Big Indonesian Dictionary service is explained as an effort to serve the needs of others. Service in this case is defined as services provided by the service owner in the form of convenience, speed, care, responsiveness, ability and hospitality aimed at attitudes and properties in providing services to meet customer satisfaction.

Support to customers can be meaningful as a form of service that gives satisfaction to its customers, always close to its customers, so that a good and pleasant impression is always remembered by its customers.

H1: communication is thought to have an influence on customer satisfaction

H2: service effect is thought to have an influence on customer satisfaction

H3: communication and service influences are thought to have an influence on customer satisfaction

Research Method

This research uses a quantitative methodology, because the process of finding information is done by filling out questionnaires with related companies to analyze information about what needs to be known / needed. The data used in this paper is primary data. Primary data were obtained from research on making Japanese visas on HIS tours and travel by questionnaire. The questionnaire was created using Google Form and distributed through social media. Data analysis techniques used descriptive statistics, methods relating to the collection and presentation of a group of data so as to provide useful information. Classification into descriptive statistics and inference statistics is based on the activities carried out. Research Variables can be seen in Table 1 below:

Tabel 1.

VARIABEL	INDICATOR
Communication (X^1)	• Type • Quality
Service (X^2)	• Quality • Assurance
Customer Satisfaction (X^3)	• Quality • Service • Assurance

Discussion and Result

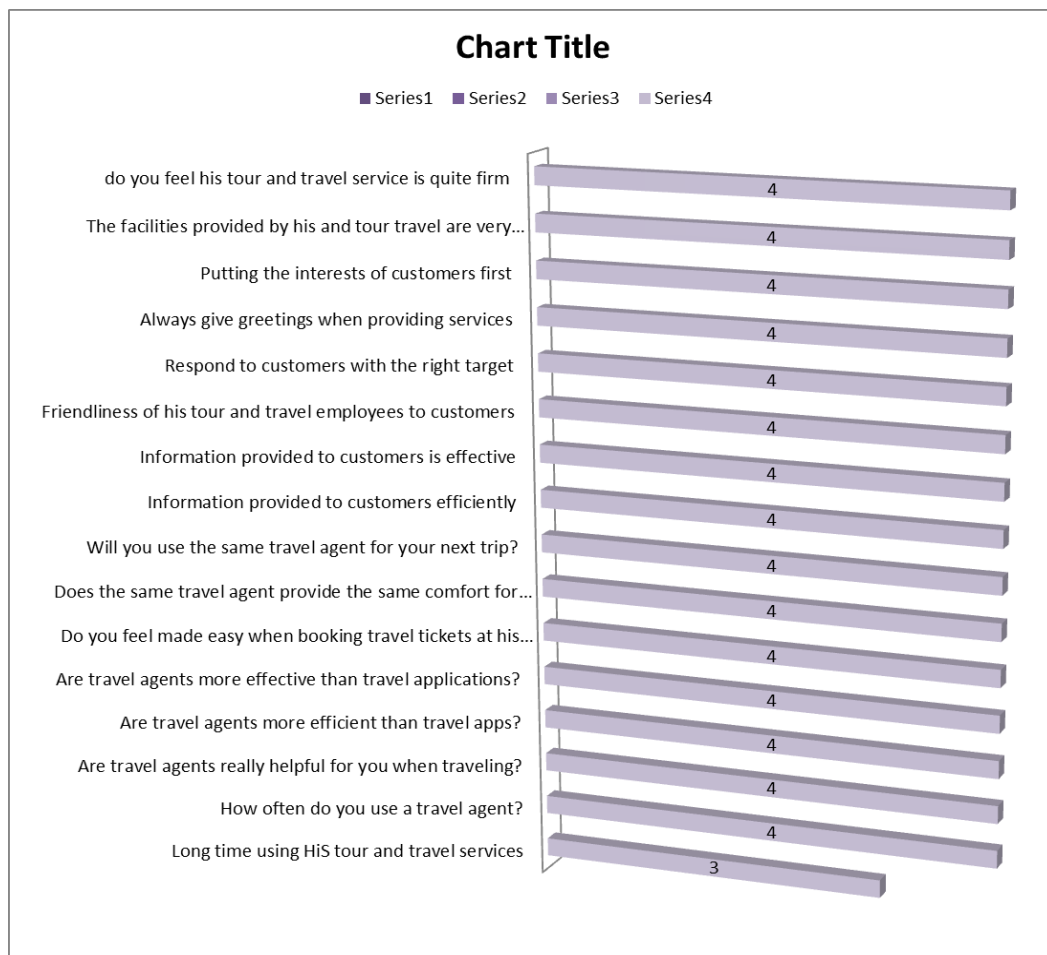
In Table 2 there is a recapitulation of respondent indicators. The results stated that of the 100 respondents, the majority of respondents who used the services of HIS tour and travel were 51 men (51%), with a majority age of 21 years as many as 28 people (28%), and their occupations as students were 87 people (87 %).

Tabel 2.

NO	RESPONDENT CHARACTERISTICS	RESPONDENT CRITERIA	TOTAL	%
1	Gender	Male	51	51%
2	Age	21 years	28	28%
3	Profession	College Student	87	87%

From the research that has been processed the data, it can be seen as table 3 below. Table 3 explains the average customer satisfaction statistics for the smooth service of making Japanese visas on HIS tours and travel. The customer feels Agree and Satisfied with the service of making a Japanese visa on HIS tour and travel. But in table 3 there are still answers that doubt customers will make Japanese visa services on HIS tour and travel.

Tabel 3.



From the data in table 3 above, it can be explained that the Japanese HIS tour and travel visa service is good, but it must be improved so that the HIS tour and travel service can provide the best service to satisfy customers.

And in table 4, it can be seen the standard deviation of each questionnaire to see the diversity of data that has been obtained.

Tabel 4.

<i>Indicators</i>	<i>Mean</i>	<i>S.D</i>
I have been using HIS tour and travel services for a long time	3	1,048
I often use travel agents	4	1,047
Travel agents really help the customer when traveling	4	0,906
Travel agents are more efficient than travel applications	4	1,058
Travel agents are more effective than travel applications	4	0,936
I find it easier when booking tickets for travelling at HIS tour and travel agents	4	0,927
The same travel agent provides the same comfort for you	4	0,943
I will use the same travel agent for my next trip	4	0,919
The travel agent provides efficient information to the customer	4	0,898
The travel agent provides effective information to the customer	4	0,832
HIS tour and travel employees are friendly to customers	4	0,858
Travel agents respond to customers with the right target	4	0,810
Travel agents always greet when giving services	4	0,889
Travel agents put the interests of customers first	4	0,875

The facilities provided by HIS tour and travel are very comfortable	4	0,805
HIS tour and travel services are quite firm	4	0,857

Conclusion

From the discussion above that his tour and travel customers feel agreed and satisfied, but their services need to be improved in order to improve to provide the best service. And also increase marketing to increase customer interest in using his tour and travel services in making a Japanese visa. Next also based on table 4 it can be ascertained that the average service data from his tour and travel services in making a Japanese visa is fairly good, because the standard deviation is above 0.5. So that data can be declared valid.

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