

ABSTRACT

The research aims to find out how the application of quality control in service to companies that are engaged in the services of Tour & Travel. The analysis used is to use the Fishbone Chart Analysis to analyze the factors that have caused the failure of the sales target. While the next method is to use Pareto Chart Analysis (Pareto diagram) to discuss the causes of the decline in sales of the types of causes that exist.

From the data analysis that has been done, it can be seen that the nonfulfillment of sales targets is caused by 4 factors, that is: 1) Price Factors, 2) Employee Factors, 3) Facility Factors, 4) Promotion / Sales Factors. As for the suggestions that the author can give to the company include: 1) Employees offer the most cheapest product prices for the purchase of Ticket / Tour / Umrah / Hajj products and provide installments for buyers of Tour / Umrah / Hajj products, 2) Give strict sanctions to employees those who are not dressed neatly and in uniform, 3) carry out cleaning activities every morning and always inform the buyers that the company provides airplane ticket services, 4) Companies can hold marketing training and companies conduct attractive promotions.