

## **ABSTRACT**

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### **THE EFFECT OF QUALITY ON CUSTOMER SATISFACTION OF BATA IN THAMRIN PLAZA OUTLET IN MEDAN**

**(xiv+58 pages; 2 figure; 32 tables; 10 appendixes)**

Nowadays, we live in “Quality Era” where quality of the product becoming the most important competition in business world. Quality is one of the factors that influence customer satisfaction. Hence, the result of the title chosen is as the above.

This research was conducted on 100 customers of Bata Thamrin Plaza Outlet in Medan through convenience sampling. The data collection methods that will be used is online questionnaires that filled by the Bata Thamrin Plaza Outlet customers in Medan. Collected data sets were analyzed by using quantitative data analysis software, which is SPSS 18.

The result of the data analysis shows that the coefficient of correlation was 0.844 or 84.4%. It shows that there is a positive relationship between quality and customer satisfaction. The result also indicates that the contribution given by quality to customer satisfaction was 71.3%, while the remaining 28.7% can be explained by other factors. This study showed that the hypothesis is accepted that quality effect customer satisfaction in Bata Thamrin Plaza Outlet in Medan.

**Keywords: Quality, Customer Satisfaction, Bata**

**References: 29**