

ABSTRACT

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THE ROLE OF SERVICE QUALITY TOWARDS CUSTOMER SATISFACTION IN PT. ALAT KESEHATAN MEDAN: A CASE STUDY THROUGH SERVQUAL DIMENSION AND GAP MODEL

(xiv+66 pages; 5 figures; 49 tables; 4 appendixes)

This research is an effort to understand the role of service quality towards customer satisfaction in PT. Alat Kesehatan Medan: a case study through SERVQUAL dimension and gap model. Service quality determines the success or failure of a company.

Almost every company uses a measure of customer satisfaction for the simple reason to satisfy the customers. To achieve the company's service quality, it is also important to have a support from employees and all levels of management commitment while maintaining positive customer expectations and perceptions can have a profound effect both for short-term and long-term viability.

The method used to conduct this research is by using quantitative approach. Formulated hypothesis sampling design and description of the procedures are used to measure the constructs and collect data. The respondents have to choose their answers among the choices provided on the questionnaire.

Using customers' base, this study examines service quality gap model in utilizing SERVQUAL dimension. All the dimensions show a gap between expected service and perceived service

This research is an attempt to make contribution in the field of service quality and customer satisfaction. PT. Alat Kesehatan Medan needs to understand all dimensions in order to close gaps that could lead to increase customer satisfaction which further contributes to the growth of business in PT. Alat Kesehatan Medan.

Keywords: service quality, customer satisfaction, customer perception, customer expectation

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