

ABSTRACT

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THE IMPACT OF SERVICE QUALITY TOWARDS CUSTOMER SATISFACTION AT PT SUKA MAJU MITRA BAHARI

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In nowadays' competitive marketplace, where businesses compete for customers, customer satisfaction is seen as a key differentiator and has increasingly become a key element of business strategy. In short, customer is considered as an important element that determines the performance of many businesses.

Service quality is an effort to meet the needs and desires of customers and the accuracy of delivery in counterbalance customer expectations. Customer satisfaction is the measure of how an organization's product or service performs in relation to a set of customer requirements.

The method used by the writer in this research is quantitative method. Data used in this research are primary data and secondary data. Data analysis methods used in this research are descriptive statistic, validity test, reliability test, normality test, correlation test, coefficient of determination test, linearity test and Z test.

Based on the data analysis, the coefficient of linear regression is 0.802 (positive). This means that service quality (X) has positive impact towards customer satisfaction (Y). The value of Z-Test is 4.51. This means that alternate hypothesis is accepted because $Z_{count} (4.51) > Z_{table} (1.96)$.

Therefore, it can be concluded that service quality has impact towards customer satisfaction at PT Suka Maju Mitra Bahari. PT Suka Maju Mitra Bahari also has provided good service and satisfied most of their clients. Recommendations from the writer include further improving service quality to serve the customers better and dominate the market, adding more variable for future researchers to determine other factors that affect customer satisfaction.

Keywords: Service Quality, Customer Satisfaction, PT Suka Maju Mitra Bahari

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