

CHAPTER I

INTRODUCTION

1.1. BACKGROUND OF STUDY

Today's era customer satisfaction is one of the most essential things to maintain the business for a long term period of time. Customer satisfaction helps a business to reach out to more customers because happy customers will come back and also leave good reviews to others. By this, company's sale increased as well. Customer satisfaction is a treasure that needs to be kept and is one of the factors that helps a business to improve the business performance. Based on statement, customer satisfaction is established and influenced by many factors, which could affect business performance. From the company view point and its management, it is important that the business can influence at least some factors of customer satisfaction. It is, therefore, vital for the enterprise management to identify the factors of customer satisfaction and, when possible, to influence them so that the performance of the company may increase.

In this research, the writer wants to find out indicators that could increase customer satisfaction so that company performance could be better. The subject in this research is to reach customer satisfaction through company's product, its price, quality and a comparison with the competition. Furthermore, this research aims to find the factors of customer satisfaction which affect the company performance.

PT. Hasen Jaya Bersama is an Indonesian based family business that was established by Mr. Samuel Sennardo and Mr. Halim in 2018 as importer and dealer of China's brand products for Palm-Oil Mill needs. PT. Hasen Jaya Bersama is currently in the cousin's collaboration stage. This company is a member of Himalaya Group and serves as the sister company of PT. Himalaya Everest Jaya. Because PT. Himalaya Everest

Jaya is an authorized distributor for many of Japan's products, they could not sell other products.

Therefore, PT. Hasen Jaya Bersama was established to sell China's product with a high competitive price in Indonesia market. PT. Hasen Jaya Bersama currently sells Conveyor Chain which is utilize for Palm-Oil Mill needs and planning to grow to be a China brand one stop solution for the Palm-Oil Mill needs.

PT. Hasen Jaya Bersama have more than 60 employees in Jakarta and Medan. In Medan itself, they have 23 employees. PT. Hasen Jaya Bersama not only providing a high quality product with a competitive price, but also focus on provides their customer with an excellence service and after sales service. PT. Hasen Jaya Bersama in Medan is located in Jalan Nibung Baru No. 66 serving quite a number of famous Palm-Oil Mill Company such as Andira Agro, Sriwijaya Palm Oil Mill, Dharma Agung Wijaya Group, Makin Group, PTPN 3, PTPN 6, and many more.

PT. Hasen Jaya Bersama's is currently having some issues with their business performance because they do not reach each month target. They believe by increasing customer satisfaction could improve their management performance. There are some of their customers that are not doing repurchase anymore. They are currently searching for method to reach their goals to generate more revenue while saving on operating costs. Moreover, the product design in this company does not satisfied their customers expectation. PT. Hasen Jaya Bersama believe that customer satisfaction has the relation to their business performance.

The writer then is interested to do research on this problem at PT. Hasen Jaya Bersama with the title of **The Relationship between Customer Satisfaction to the Business Performance**

1.2. PROBLEM LIMITATION

This research has some limitations so that the problem that will be discussed will not be too wide. Here are some limitations on this study:

- 1) This research is just focusing on customer satisfaction that has an impact to the management of the company. This satisfaction provided to the customers is from the price, service, product quality, and cost.
- 2) The research will have many different answers in terms of customer satisfaction, therefore surveys and interviews will be conducted to support the answer.
- 3) This study only will do research to all purchasement done in Medan.

1.3. PROBLEM FORMULATION

- 1) How is the customer satisfaction in PT. Hasen Jaya Bersama?
- 2) How is the business performance in PT. Hasen Jaya Bersama?
- 3) Does the customer satisfaction influence the business performance in PT. Hasen Jaya Bersama?

1.4. OBJECTIVE OF THE RESEARCH

In order to find a solution to the problem in, here are some purposes or the research objective in this study:

- 1) To learn and understand the impact of customer satisfaction to the business performance in the company
- 2) To learn and measure business performance in PT. Hasen Jaya Bersama
- 3) To understand the relation between customer satisfaction to the business performance in PT. Hasen Jaya Bersama

1.5. BENEFIT OF THE RESEARCH

There are two benefits of the study which are theoretical benefit and practical benefit. Both benefits will have the contribution in the society

1.5.1. THEORETICAL BENEFIT

The goal of this study is to have a better understanding about the relation between customer satisfactions to the business performance. It is made for improving knowledge about the study for the readers and writers.

1.5.2. PRACTICAL BENEFIT

In practical benefit, this study could help company to understand more about customer satisfaction. Company could also apply the study inside the company to improve their quality to the customers. This study also helps the writer to understand more about customer satisfaction and could implement it in the business. Moreover, this study could be a guideline for other researcher to do their research about customer satisfaction

1.6. SYSTEM WRITING

The system of writing in this final paper will be as follows:

Chapter 1 INTRODUCTION

This chapter consists of the background of study of the research, problem limitation, problem formulation, objective of the research, benefit of research which is divided into theoretical and practical, and system of writing.

Chapter 2 LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

This chapter elaborates the theories of the research which is found in the books or journals. It explains the definition of customer satisfaction, the importance of customer

satisfaction, business sustainability, and the relation between them. It is consist of previous research, hypothesis development, research model, and framework of thinking as well.

Chapter 3

RESEARCH METHODOLOGY

This chapter discussed the method the writer is using in the research. It consists of the research design and sample and population used in the research. This chapter includes the data collection method operational variable definition and variable measurement and data analysis method.

Chapter 4

DATA ANALYSIS AND DISCUSSION

This chapter explains the general view of the research object. It consist of data analysis, descriptive statistic, result of data quality testing, result of hypothesis testing and

Chapter 5

CONCLUSION

This chapter outlines the conclusion of the research. This chapter includes the implication and the recommendation about the issue of the research object after conducting the research.