

ABSTRACT

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THE IMPACT OF SERVICE QUALITY TOWARDS CUSTOMER SATISFACTION AT MASSA KOK TONG KUALANAMU MEDAN

(xv + 60 pages; 6 figures; 33 tables; 6 appendices)

As hospitality industry has grown rapidly nowadays, service quality becomes the crucial issue for hospitality industry. The demanding customers and increased sense of customer satisfaction lead to the use of the new service quality method in an effective way. With good service quality, it is believe that a company shall be able to meet customer satisfaction which may benefit both parties. The purpose of this research is to show statistically the impactof service quality towards customer satisfactionat Massa Kok Tong Kualanamu Medan.

According to Parasuraman, Zeithaml, and Berry (1988), as cited in Khanchitpol (2014), the dimensions of service quality can be simplified into five basic dimensions, which are reliability, responsiveness, assurance, empathy and tangibles.

The research is conducted using quantitative research method in which respondents are asked to answers a set of questions on the questionnaires that has been distributed by the researcher.

The researcher calculates all of the data obtained by using SPSS program and it shows that the data of 99 samples are all valid and reliable.

By focusing on the customers of Massa Kok Tong Kualanamu Medan, it reveals statistically that service quality has impact on customer satisfactions. As a recommendation, Massa Kok Tong shall tighten the training process towards employees in order to deliver quality of services.

Keywords: Service Quality, Customer Satisfaction, Massa Kok Tong

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