

ABSTRACT

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THE IMPACT OF PRODUCT QUALITY ON CUSTOMER SATISFACTION AT PT SARI DUMAI SEJATI

(xv + 73 pages; 6 figures; 47 tables; 6 appendixes)

PT Sari Dumai Sejati is the liability-restricted company processing palm oil in the form of agricultural product cooking oil, palm oil and organic food derivatives around 21 years old. It possesses and regulates a broad range of the palm oil value chain from production to distribution and is involved in the refining, processing and trade of national and foreign exports of palm oil.

PT.Sari Dumai Sejati's major raw materials are Crude Palm Oil (CPO) and Palm Kernel. Crude Palm Oil (CPO) is refined to Refined Bleached Deodorized Palm Oil (RBDPO) and Palm Fatty Acid Distillated (PFAD). PT. Sari Dumai Sejati also produce Refined Bleached Deodorized Palm Olein, (RBDPL) Refined Bleached Deodorized Palm Stearin (RBDPS).

The purpose of this research is to analyse the impact of product quality on customer satisfaction at PT. Sari Dumai Sejati. The research is done with quantitative approach.

The population and sample in this research are the customers of PT. Sari Dumai Sejati. The test results of determination, correlation and hypothesis are written below. The number of determination test is 0.49 or 49.1%, means that Customer Satisfaction (variable Y) is influenced by Product Quality (variable X) as much as 49.1%. the result of the correlation is 0.701 (higher than 0), means that Product Quality (variable X) and Customer Satisfaction (variable Y) indeed is correlate. As the writer is using Z-test, the result of the hypothesis test is 4.649(higher than 1.96) which means that H_0 is rejected and H_a is accepted.

Keywords: Product Quality, Customer Satisfaction, International Business.

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