

ABSTRACT

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THE IMPACT OF SERVICE QUALITY TOWARDS CUSTOMER SATISFACTION AT PT. CITRA VAN TITIPAN KILAT MEDAN

This research background is increasing the service quality and customer at PT. Citra Van TitipanKilat MedanBranch BrigjendKatamsoin order to stay in business and win the competition. This research aims to determine, review, and analyze the impact of service quality towards customer satisfaction at PT. Citra Van TitipanKilat Medan Branch BrigjendKatamso. This research was conducted at PT. Citra Van TitipanKilat Medan Branch BrigjendKatamso which lasts for 7 (seven) months, starting from December 2017 until June 2018.

The type of this research is survey research which uses quantitative approach and descriptive method. The population in this research is all customers of PT. Citra Van TitipanKilat MedanBranch BrigjendKatamsoand 100 customers will be taken as samples.

The instrument used is a questionnaire to collect data about service quality and customer satisfaction. Data analysis technique used in this research is validity test, reliability test, normality test, coefficient correlation test, coefficient of determination test, simple linear regression analysisand hypothesis test.

The descriptive analysis shows that service quality and customer satisfaction at TIKI Medan Branch BrigjendKatamso are in good category. For Z, $Z_{count} > Z_{table}$ (7.323 > 1.96) means there is significant influence of service quality towards customer satisfaction at PT. Citra Van TitipanKilat Medan Branch BrigjendKatamso.

The coefficient of determination or R² is 0.541 or 54.10% indicates strong contribution of service quality toward customer satisfaction at TIKI Medan Branch BrigjendKatamso while the rest of 0.459 or 45.90% is the disturbance factor by other variables which are not investigated in this study.

Keywords: service quality, customer satisfaction