

## ABSTRACT

The trade sector from the past to the present is one of the important elements supporting the improvement of the country's economy. Therefore economic problems can affect various other sectors and can interfere with human survival. The rapid development of the business world has made competition in the business world more intense. The reason a particular enterprise was established with the aim of obtaining a profit. From there, they can develop by achieving target goals in running their business. The competitive business competition situation indicates the rampant development of the business sector. Salesperson from PT Sentral Kreasi Kencana prioritizes customer relationships with its customers. They always give special gifts when their customers have birthdays or there are other special events. Salesperson PT Sentral Kreasi Kencana also always maintains intense relationships and communication with their customers and pays more attention when there are customers who are sick or there are family members who are sick. This is an important value for the sales person of PT Sentra Kreasi Kencana because the relationship with consumers is a very important key with consumers. Based on these previous studies, this study seeks to examine the quality of service to customer satisfaction at PT Sentral Kreasi Kencana which is indicated by several variables.

***IndexTerms*** - financial strategies, basic operations, intermodal operations, social strategies, customer satisfaction, customer loyalty