

ABSTRACT

Dewi Rika Sapriti 2020, The Effect of Service Quality on Customer Satisfaction at Perum Damri Metro City. Undergraduate Thesis. Management Study Program. Economics and Business Faculty. Advisors (1) Dr. Bambang Suhada S.E.,M.Si (2)Suwanto S.E.,M.M.

This study aims to determine whether there is a positive and significant influence between reliability on customer satisfaction, the influence between service assurance on customer satisfaction and reliability and service assurance simultaneously on customer satisfaction. The research type is experimental research, causal associative using a quantitative approach. The study population was the consumers of Perum Damri. The research sample was determined using nonprobability sampling with a total of 100 consumers of Perum Damri. The research instrument used was a questionnaire. The calculation results of a hypothesis test using the two-way analysis of variance (ANOVA) test formula.

The results show that reliability partially has no positive effect on customer satisfaction. This showed that changes in reliability will cause changes in customer satisfaction, it means that if an increase in reliability is made, customer satisfaction will increase and vice versa. Service assurance partially affects customer satisfaction, this shows that changes that occur in service guarantees will cause changes in customer satisfaction, it means that if an increase in service assurance is made, customer satisfaction will increase. Reliability and service assurance together have a positive effect on customer satisfaction, this shows that by increasing reliability and service assurance, customer satisfaction will increase.

Keywords: Service quality, customer satisfaction