

Abstract

Indonesia is a country rich in its natural resources with all its flora, fauna and hydrographic potential and its abundant natural resource deposits. Indonesia's natural resources come from agriculture, forestry, marine and fisheries, livestock, plantation and mining and energy. PT ANTAM, Tbk is the first pertamabang company in Indonesia which has high export sales recorded in 2017 and PT ANTAM, Tbk experienced increase of selling rate on ferronickel product up to Rp 136 billion. This number jumped 110.61 percent compared to the previous Rp 64.81 billion. The increase in sales can be caused by a variety of factors one of which is due to customer satisfaction in getting customers from the quality of products, services, and purchases that give the company well.

The research method used by the writer is by using qualitative deskriptif where qualitative research method is research method based on postpositivism philosophy, used to research on natural object condition, (as opposed to experiment) where the researcher is as the key instrument, data collection technique is done in triangulation (combined), data analysis is inductive / qualitative, and the results of qualitative research more emphasize the meaning of the generalization. Menggunakan primary and secondary data with data collection by observation techniques, interviews, documentation, and literature study.

With qualitative method of this research yields information that buffer from ferronickel product of PT ANTAM, Tbk has give satisfaction to its customer this is proven when done t test yield value of -3,15, negative sign means customer satisfaction tends influenced by service part, number 3 is located at satisfied intervals until very satisfied.

Keywords: Customer Satisfaction.