

ABSTRACT

This research is influenced by the problems related to service differentiation in Auto2000 Karawang. Those problems based on the results of pre-survey showed that service differentiation in Karawang Auto2000 consists of ease of ordering, shipping, installation, customer training, maintenance and repair, not yet getting good responses from respondents. In addition, Karawang Auto2000 experienced a poor achievement. The unsuccessful achievement of sales targets in service at Auto2000 Karawang also shows that in the company a problem occurs that identifies the lack of services provided to consumers. This lack of service results in a low level of customer satisfaction. Therefore, the differentiation strategy is carried out by the company to obtain uniqueness and added value compared to its competitors.

This study aims to determine the effect of service differentiation consisting of ease of ordering, shipping, installation, customer training, maintenance and repair to customer satisfaction in Auto2000 Karawang.

The method used in this study is a quantitative method with a type of descriptive and causal research. The types of data needed for research are primary data and secondary data. Sampling is done by non probability sampling method, with the number of respondents as many as 400 respondents. The data analysis technique uses descriptive analysis and multiple linear regression analysis to determine the effect of service differentiation on customer satisfaction.

The results of the study show that the variable differentiation of service and customer satisfaction is in the good category. The results of multiple regression analysis addressing the variables of ease of ordering, shipping, installation, customer training, maintenance and repair have a significant effect on customer satisfaction, and the coefficient of determination shows that service differentiation variables significantly influence customer satisfaction by 60,2% while the remaining 39,8% is influenced by other variables outside of this research.

Keywords: *service differentiation, customer satisfaction, service Auto2000 Karawang*