

TABLE OF CONTENT

APPROVAL PAGE	vii
STATEMENT PAGE	i
PREFACE	ii
ABSTRAK	iv
ABSTRACT	v
TABLE OF CONTENT	vi
LIST OF FIGURES	ix
LIST OF TABLES	x
CHAPTER I INTRODUCTION	15
1.1 Overview of Research Objects	15
1.1.1 Company Profile	15
1.2 Research Background	16
1.3 Problem Statement	23
1.4 Research Objectives	23
1.5 Research Benefit	24
1.6 Final Task Writing Systematics	24
CHAPTER II LITERATURE REVIEW	26
2.1 LITERATURE REVIEW	26
2.1.1 Marketing	26
2.1.2 Service	26
2.1.3 Service Quality	28
2.1.4 Consumer Behavior	30
2.1.5 Customer Satisfaction	31
2.2 Previous Research	35
2.3 Research Framework	40
2.4 Research Hypothesis	41
CHAPTER III RESEARCH METHODOLOGY	43
3.1 Type of Research	43
3.2 Variable Operationalization	43
3.3 Research Stage	47

3.4 Sample and Population	48
3.4.1 Population	48
3.4.2 Sample	48
3.5 Data Collection and Data Sources	50
3.5.1 Primary Data	50
3.5.2 Secondary Data	50
3.6 Validity and Reliability Test	50
3.6.1 Validity Test	50
3.6.2 Reliability Test.....	51
3.7 Data Analysis Technique.....	52
3.7.1 Descriptive Analysis	52
3.7.2 Method of Successive Interval (MSI)	54
3.7.3 Classical Assumption Test.....	55
3.7.4 Hypothesis Testing	58
CHAPTER IV DISCUSSION.....	60
4.1 Characteristics of Respondents	60
4.1.1 Characteristics of Respondents by Gender	60
4.1.2 Characteristics of Respondents by Occupation	61
4.1.3 Characteristics of Respondents by Age	62
4.2 Validity and Reliability Test	63
4.2.1 Validity Test	63
4.2.2 Reliability Test.....	64
4.3 Descriptive Analysis.....	65
4.3.1 Descriptive Analysis of Tangible	65
4.3.2 Descriptive Analysis of Reliability	67
4.3.3 Descriptive Analysis of Responsiveness	68
4.3.4 Descriptive Analysis of Assurance	69
4.3.5 Descriptive Analysis of Empathy	71
4.3.6 Descriptive Analysis of Customer Satisfaction	72
4.4 Data Analysis	74
4.4.1Classical Assumption Test.....	74
4.4.2 Multiple Linear Regression Analysis	77

4.4.3 Coefficient of Determination	79
4.4.4 Hypothesis Testing	79
4.5 Discussion of Research Results.....	83
4.5.1 The Effect of Service Quality on Customer Satisfaction.....	83
4.5.2 The Effect of Tangible on Customer Satisfaction	84
4.5.3 The Effect of Reliability on Customer Satisfaction.....	84
4.5.4 The Effect of Responsiveness on Customer Satisfaction	85
4.5.5 The Effect of Assurance on Customer Satisfaction	85
4.5.6 The Effect of Empathy on Consumer Satisfaction	86
CHAPTER V CONCLUSION AND SUGGESTION	87
5.1 Conclusion.....	87
5.2 Suggestion	87
5.2.1 Practical Suggestion.....	87
5.2.2 Theoretical Suggestion	88
REFERENCES.....	88
APPENDIX	94