SERVICE QUALITY TOWARD CUSTOMER SATISFACTION

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ABSTRACT

In this study, it focuses on service quality toward customer satisfaction. This study aims to identify customer satisfaction on the service quality that provide at Terminal Bus Makmur. The service quality such as assurance, empathy, reliability, responsiveness and tangibles are been used. The independent variable is service quality and dependent variable is customer satisfaction. After collecting data, the SSPS is used to analysis data.

INTRODUCTION

The issue that faced by is when the quality in bus terminal is not fulfill what people need. There are a lot of problem occur that related to the quality service such as facility for disabilities person , maintenance issues, communication system, delay issues, and respond issues.

The significant of this research is to increase the effectiveness of the quality improvements and quality maintenances. This research also can help to find the improvement that should be taken to increase the quality service and determine factor that can enhances the customer's satisfaction in KUANTAN SENTRAL BUS TERMINAL

OBJECTIVES

1. To identify the relationship between quality service toward customer satisfaction..
2. To determine factor that most contribute to the customer satisfaction.

METHODS

- Quantitative method: questionnaire
- SSPS
- Reliability, descriptive, Pearson correlation analysis

RESEARCH FRAMEWORK

RESPONSIVENESS
RELIABILITY
TANGIBLES
ASSURANCE
EMPATHY

→ CUSTOMER SATISFACTION
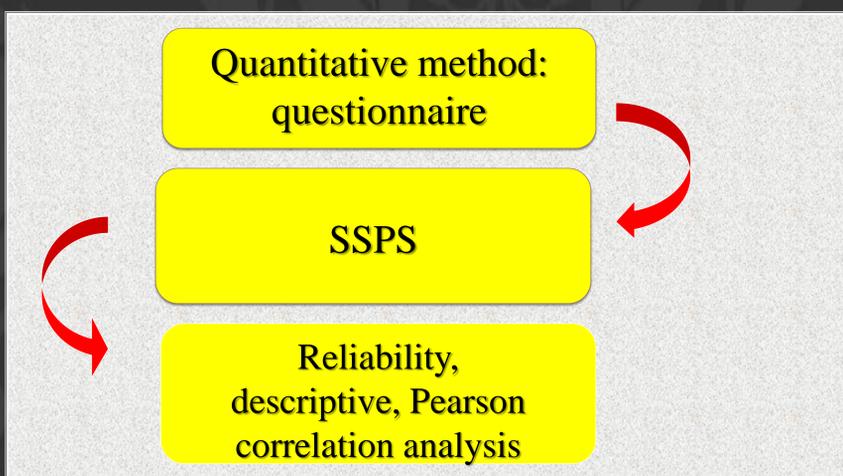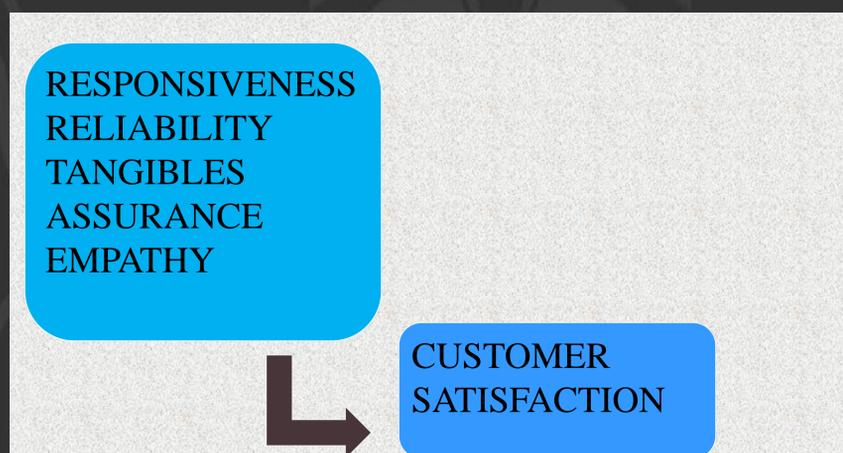
RESULTS

Result for reliability analysis

Cronbach's Alpha	N of Items
.957	38

Result for descriptive analysis
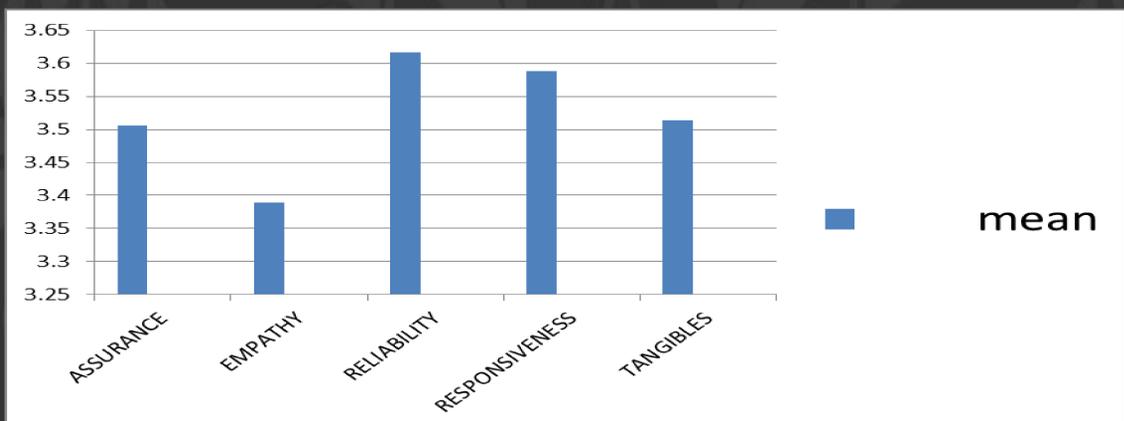
Result for Pearson Correlation Analysis

Independent variable (service quality)	Dependent variable (customer satisfaction)
RESPONSIVENESS	0.922
RELIABILITY	0.917
TANGIBLES	0.903
ASSURANCE	0.863
EMPATHY	0.731

CONCLUSIONS AND RECOMMENDATION

The study found that the services qualities are very important to increase customers' satisfaction. Customer satisfaction can be increase or upgrade by improve the service quality. Based on the research ,responsiveness show the higher mean toward customer satisfaction and empathy show the lower mean toward customer satisfaction and need to be improve in order to increase customer satisfaction on that field. The author wish to expand the sample data to support the large population to other states if possible in the future.