

ABSTRACT

In this global era and free trade era, logistics plays an important role in the industrial and economic flows of a country. Many service companies in the field of logistics and delivery of goods, both national and international scale compete for competitive advantage. The purpose of this research is to know the level of service quality given by TIKI Batununggal agent, to know the level of customer satisfaction on TIKI service of Batununggal agent and To know how big influence of service quality (Reliability, Tangible, Responsive, Assurance and Empathy) to customer satisfaction TIKI agent Batununggal.

The research method used is quantitative research and based on the purpose of this research including descriptive research with the type of causal investigation. The sampling technique used is Probability Sampling with a sample size of 100 people. Primary data obtained from the distribution of questionnaires and interviews while secondary data obtained from websites, books and also journals.

The results showed that from five aspects of service quality, empathy aspect has the greatest percentage among others that is equal to 76,53% meaning employees TIKI create good relationship with its customer so TIKI give personal attention to every customer and employees TIKI understand what become needs of its customers.

Based on the research can be said that the customer TIKI Batununggal agent is in the category agree. This can be seen based on the data processing followed by the acquisition of the average number of percentage 76.13% which means that customers feel all TIKI services required satisfy so that customers will recommend TIKI services to others and will return to use TIKI services in the future. The influence of service quality to customer satisfaction TIKI agent Batununggal, that based on research that has been done can be concluded there is positive influence from service quality TIKI agent Batununggal to customer satisfaction that is equal to 38,3%, while the rest 61,7% influenced by other factors.

Keywords: Service Quality, Customer Satisfaction, TIKI