

Abstract

The phenomenon emergence of many radio station in Bandung have trigger a very tight competition in pursuing customer satisfaction, because customer satisfaction is one of bussiness success key.

The purpose of this study is to know what factors that influence customer satisfaction and to know the level of customer satisfaction in Zora Radio 90.1 FM Bandung. The five dimensions of service quality such as Reliability, Responsiveness, Emphaty, Assurance, and Tangibles are used in this study as a variables. The population in this study is the audience community of Zora Radio 90.1 FM Bandung. 387 audiences are obtainedwith the used of non-probability sampling with purposive sampling as sampling techniques. The type of this study is descriptive quantitative study, Cartesius Diagram and Factor analysis are used for data analysis.

The findings in this study are the factors which are influence customer satisfaction in Zora Radio 90.1 FM Bandung have been divide into eight factors which are include all the servqual atribute, and the service atributes was created by cartesius diagram. The factors are announcer, actual information, the quality of radio broadcast, songs playlist, announcer knowledge, quiz with prize, the capability to respond criticts and suggestion, and the availability of broadcasting program.