

ABSTRACT

This research aim for knowing service effect of customers satisfaction at PT. Jaya Prima Utama Lestari. Formulation problem in this research, how the service quality at PT. Jaya Prima Utama Lestari. Whether influence service quality of customers satisfaction at PT. Jaya Prima Utama Lestari. The method used is descriptive, using file from quantitative population at PT. Jaya Prima Utama Lestari on three months (May – July 2014). File statistic analysis using for regression analysis. Based on the results of this research is that the service quality at PT. Jaya Prima Utama Lestari has a percentage of 75,5%, in other words the service quality at PT. Jaya Prima Utama Lestari has been declared well and to know how big the service effect of customers satisfaction. The author using SPSS v.17.0 and result is 85,7% while the remaining 14,3% is influenced by other factors not discussed in this study. Conclusion on the research is service effect of customers satisfaction has a positive influence and significant.

Keywords : Service Quality and Customers Satisfaction