

ABSTRACT

Growth of industrial in West Java, particularly in Cirebon has increased the value of non-oil exports in 2011. The main commodity of this city is rattan furniture and plastic rattan furniture. The potential of a sizeable areas must be supported with an adequate facilities and transportation infrastructure. One of the existing facilities in Cirebon city is a marine cargo expedition services. To be able to make a company keep to increase its sales, the research of services quality of customer satisfaction of services marine cargo expedition services of Saputra Trans Abadi is required.

Service Quality is the totality of features and characteristics of the products or services that depend on its ability to satisfy stated or implied needs (Philip Kotler 2009:5). There are five specific dimensions of services quality that is applicable in various contexts of services there are tangible, empathy, reliability, responsiveness, and assurance (Zeithaml, Bitner & Gremler 2009:111). Customer satisfaction is a feeling happy or upset of someone who emerged after comparing the performance (results) are considered products of the performance (or outcome) expected (Kotler & Keller, 2009:138-139)

The collecting of data is done by distributing questionnaires to 50 factories as respondents. The research method used is quantitative method with causal descriptive study. This type of sampling includes saturated sampling. Data analysis used descriptive analysis an multiple linear regression analysis.

Based on multiple linear regression analysis, result obtained are $Y = -1.638 + 0.130X_1 + 0.363X_2 + 0.550X_3 + 0.309X_4 + 0.039X_5$. Simultaneous test results of services quality of Saputra Trans Abadi significantly influence customer satisfaction. Evidenced by the value of F calculate $(35.312) > F$ table (2.011) . Partial test results of empathy, reliability and responsive in a positive and significant impact on customer satisfaction. Tangible and assurance are not positive and significant in impact on customer satisfaction. R^2 test, the services quality have a significant impact on customer satisfaction by 77.8% while the remaining 22.2% is impact by other factors beyond the services quality that are not observed in this study as the marketing mix, pricing and other factors.

Keywords: Service Quality, Consumer Satisfaction, Service