

Abstract

Industrial competitiveness CV Astrindo Ghita Mandiri which is inseparable from the weak quality of service and quality manufactur owned by a company which in the end will affect customer satisfaction / customer. The purpose of this study was to determine the effect of Quality of Service and Customer Satisfaction Manufacturing CV. Astrindo Ghita Mandiri. The method used in this research is quantitative research methods to approach the problem formulation descriptive and verification. The population used in this study were all employees in CV. Astrindo Ghita Mandiri by using the formula slovin the sample of this research customers CV Astrindo Ghita Mandiri as many as 103 people

Results showed that service quality and significant positive effect on customer satisfaction by 32.47%. Manufacturing quality and significant positive effect on customer satisfaction by 37.95%. Simultaneously and Quality Service, Quality Manufacturing significant effect on customer satisfaction. shows that the influence of Transparency, Accountability provide simultaneous effect of 70.4% to the satisfaction of consumers The remaining 29.6% is influenced by other factors not observed in this study

Keywords : Quality of Service, Quality Manufacturing, Customer Satisfaction, Multiple Regression Analysis