

ABSTRACT

The development of business of various sectors in Indonesia increasingly growing thus affecting the economy of Indonesia. One of the businesses that affect Indonesia's economy from a sector of the service industry. PT Angkasa Pura II (Persero), is one of the State-owned enterprise which is engaged in the field of business service of airport and related services of airports in Western Indonesia area. One of the airport under the auspices of PT Angkasa Pura II is the Husein Sastranegara International Airport.

This research is a descriptive method quantitative research and verifikatif. This type of analysis used is a simple linear regression with the help of SPSS software version 24. In this study the sampling technique used is the nonprobability sampling. Data collection tool used is the dissemination of questionnaires to consumers Husein Sastranegara International Airport and cite from different sources. To determine sampel with using the formula specified sample then bernouli of 100 respondents.

Descriptive research results show that the variable (X) service excellence included in both categories with the average score of 78% total and variable (Y) customer satisfaction included in both categories with an average score of 76% total and from the results showed that service excellence affects the customer satisfaction of 31.4% and the remaining 68.6% influenced by other factors.

Keywords: Service Excellence, Customer Satisfaction