

ABSTRACT

PT Wijaya Karya Beton Tbk, a subsidiary of PT Wijaya Karya (Persero) Tbk (WIKA), is part of an expansion company specializing in precast concrete industry. WIKA began to concentrate on the pre-cast concrete industry in 1977 by developing pre-cast concrete panels for low-rise residential projects. Since then, WIKA is determined to continue to develop their products to anticipate development plans and infrastructure projects that are developing. The purpose of this research is to know the innovation of customer satisfaction, to know the performance of customer satisfaction, to know the effect of innovation and performance to customer satisfaction.

This research uses Quantitative method, with nonprobability sampling approach using Bernoulli formula to calculate the number of samples. So the sample produced as many as 100 people. Data collection was done by purposive sampling, that is data retrieval technique by using primary data in the form of questionnaire. For the analysis of data used multiple regression analysis with the help of SPSS program 23. The results showed that product innovation and company performance significantly influence customer satisfaction is 62,6%.

Keywords: *Product Innovation, Corporate Performance, Customer Satisfaction, and PT. WIKA.*