

ABSTRACT

This research was done to determine was there an effect of Interpersonal Communication on the Burger Lumer service on customer satisfaction. Focus in this research is how big Interpersonal Communication influences and capability in Burger Lumer Service to Customer Satisfaction. This research used quantitative methods with causal asociative. Sampling in this study used non-probability sampling method (persuasive sampling). The sample in this study were 100 respondents from customers of Burger Lumer. Based on the results, the correlation coefficient test is 0.836 which means there is a correlation between Interpersonal Communication and Customer Satisfaction by being in the very strong category, then the T count that is owned is 15,102 while the T table is owned is 1,984, so it can be concluded there is an influence between communication interpersonal on Burger Lumer service to customer satisfaction. Then, through the Coefficient of Determination Test, Interpersonal communication affects customer satisfaction by 69.9%, while the remaining 30.1% is generated by other variables not checked.

Keywords: Interpersonal Communication, Service, Customer Satisfaction.