

TABLE OF CONTENTS

APPROVAL PAGE	ii
.....	iii
PREFACE	iv
ABSTRACT	v
TABLE OF CONTENTS	vi
CHAPTER I INTRODUCTION	1
1.1 Research Objective Overview	1
1.1.1 Company Profile	1
1.1.2 Company Logo	2
1.1.3 Vision and Mission	2
1.2 Research Background	3
1.3 Problem Formulation	9
1.4 Research Objectives	10
1.5 Benefit of Research	11
1.6 Systematics of Writing Final Task Reports	11
CHAPTER II LITERATURE REVIEW	13
2.1 Research Related Theories	13
2.1.1 Marketing Management.....	13
2.1.2 Definition of services.....	13
2.1.3 Quality of Service	14
2.1.4 Customer Satisfaction	16
2.2 Previous Research	18
2.3 Conceptual Framework	24
2.4 Research Hypothesis	25
2.4.1 Tangible of Service on Customer Satisfaction	25
2.4.2 Reliability of Service on Customer Satisfaction.....	26
2.4.3 Responsiveness of Service on Customer Satisfaction	26
2.4.4 Assurance of Service on Customer Satisfaction	26
2.4.5 Empathy of Service on Customer Satisfaction	27
CHAPTER III RESEARCH METHODS	28
3.1 Types of research	28
3.2 Operational Variables	28
3.2.1 Definition Operational Variables.....	28
3.2.2 Measurement Scale.....	30
3.3 Population and Sample	31
3.3.1 Research Population	31
3.3.2 Research Sample.....	31

3.3.3	Sampling Techniques.....	32
3.4	Research Stage	32
3.5	Data Collection.....	34
3.5.1	Questionnaire	34
3.5.2	Interview	34
3.6	Data analysis technique.....	35
3.6.1	Descriptive Analysis.....	35
3.6.2	Validity and Reliability Test.....	35
3.6.3	Classic Assumption Test.....	42
3.6.4	Multiple Linear Regression Analysis	43
3.6.5	Determination Coefficient	44
3.6.6	Hypothesis Test.....	44
CHAPTER IV RESULTS OF RESEARCH AND DISCUSSION.....		45
4.1	Descriptive Data.....	45
4.1.1	Respondent Characteristic	45
4.1.2	Descriptive Analysis	46
4.2	Research Result	57
4.2.1	Validity Test	57
4.2.2	Reliability Test.....	62
4.3	Assumption Classic Test	63
4.3.1	Heteroskedastity Test.....	63
4.3.2	Multicollinearty Test.....	64
4.3.3	Normality Test.....	65
4.4	Multiple Linear Regression Analysis.....	66
4.4.1	Hypothesis Testing	69
4.5	Discussion of Research Results.....	71
4.5.1	Tangible has a significant effect on customer satisfaction	71
4.5.2	Reliability has a significant effect on customer satisfaction.....	72
4.5.3	Responsiveness has a significant effect on customer satisfaction	73
4.5.4	Assurance has no significant effect on customer satisfaction.....	73
4.5.5	Empathy has a significant effect on customer satisfaction	74
CHAPTER V CONCLUSION AND SUGGESTION		76
5.1	Conclusion	76
5.2	Suggestion.....	76
5.2.1	Aspects of Academics.....	76
5.2.2	Practitioner Aspects	77
REFERENCE.....		79
APPENDIX.....		81