

ABSTRACT

In this era of globalization and modernization, Indonesia has made progress in the field of technology and information. Many challenges and demands must be faced by the community, especially companies. Specifically, their human resources must be maximized to keep up with the current era developments. Human Resource Management (HRM) becomes a crucial key to enhance overall company performance. Moreover, market and customer satisfaction become the primary focus of business strategies. Customer satisfaction is essential for business success since satisfied customers tend to become loyal and can increase company revenue through word of mouth. In the context of ESQ Jawa Barat, a major player in the training industry, this study evaluates and analyzes customer satisfaction as a critical element in achieving competitive advantage and long-term success. Through this research, ESQ Jawa Barat aims to gain deeper insights into customer preferences and desires, as well as identify aspects that need improvement in their training product and design more effective business strategies.

This research is conducted using a quantitative approach with a descriptive method. The sampling technique employs nonprobability sampling and purposive sampling. The population for this study consists of Bandung residents who have participated in training conducted by ESQ Jawa Barat. Data collection utilizes a questionnaire method. Data analysis is performed using descriptive analysis and the Customer Satisfaction Index (CSI) Method.

The result of the survey distributed to the respondents reveal that the performance of training products is rated 79%, indicating a good position. The calculation of the Customer Satisfaction Index shows a result of 79%, meaning that customers are satisfied with the training products provided by ESQ Jawa Barat.

Keywords: Customer Satisfaction, ESQ, Jawa Barat, Bandung, Customer Satisfaction Index