

ABSTRACT

Along with the times, many things to do by PT. Bumi Mulia Perkasa Development for increase services quality in order to can compete with competitor (another company that provide office rent). By using services quality which is consist of tangible, reliability, responsiveness, assurance, and emphaty that can be expected knowing what can be affect tenant satisfaction whose using services from PT Bumi Mulia Perkasa Development. This research will discuss about service quality factor to tenant satisfaction, because one of the way to create tenant satisfaction is by quality increasing, because tenant is main focus when reveal service quality and satisfaction.

This research is for knowing about impact of service quality to PT Bumi Mulia Perkasa Development tenant satisfaction by using descriptive analysis and multiple regression analysis. Multiple regression technique was conducted to determine service quality variable impact partially and simultaneously to tenant satisfaction.

Research result show that simultaneously service quality that consist og tangible, reliability, responsiveness, assurance, and emphaty positively effect and significantly to tenant satisfaction whose using PT Bumi Mulia Perkasa Developmentservices, this is evidenced by $F_{hitung} > F_{tabel}$ ($4.059 > 2.413$) by significancy degree 0.004 (accepted significancy degree $\alpha = 0.05$). yet tangible and emphaty partially not effect to tenant satisfaction. Based on the determination coefficient test, service quality variable was able to described the tenant satisfaction as big as 69,82% and the residual which is 30,18% was influenced by the other variables which is not investigated in this research. PT Bumi Mulia Perkasa Development is expected more increase service quality overall in order to can be the same with tenant expectations and even exceed the tenant expectations for increasing tenant satisfactions.

Keywords : Service Quality (Tangible, Reliability, Responsiveness, Assurance, and Emphaty), Expectations, Performance, Tenant Satisfaction.