

TABLE OF CONTENTS

<i>APPROVAL PAGE</i>	<i>ii</i>
.....	<i>iii</i>
<i>PREFACE</i>	<i>iv</i>
<i>ABSTRACT</i>	<i>v</i>
<i>TABLE OF CONTENTS</i>	<i>vi</i>
<i>CHAPTER I INTRODUCTION</i>	<i>1</i>
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
<i>CHAPTER II LITERATURE REVIEW</i>	<i>13</i>
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
<i>CHAPTER III RESEARCH METHODS</i>	<i>28</i>
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