

Pengaruh Kualitas Pelayanan Tenaga Pemasaran Terhadap Kepuasan

Nasabah Pada PT. Prudential Life Assurance

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ABSTRACT

The research was conducted to determine the effect of service quality to customer satisfaction PT. Prudential Life Assurance. This type of research is a field study. Samples used in this study were clients of PT. Prudential Life Assurance as many as 100 people and the sampling technique used was Snowball sampling technique. Data analysis technique used is the test of validity, reliability test and multiple linear regression. These results indicate that all variables (Reliability, Assurance, Tangible, Empathy) significantly influence customer satisfaction on PT. Prudential Life Assurance.

Key word : Reliability, Assurance, Tangible, Empathy, Responsiveness and Customer Satisfaction.