

ABSTRACT

Irwan Gunawan, “Influence Analysis Of Service Quality Retail Satisfaction At PT. Lotus Pradipta Mulia”

Automotive world continues to grow and thrive pose stiff competition among automotive companies, customer satisfaction is the need to survive in the fierce competition market. Companies must be able to compete with each other to ensure maximum customer satisfaction in terms of products or services. Quality is generally regarded as a key factor in the creation of value and in influencing customer satisfaction. PT. Lotus Pradipta Mulia is one of a fairly large automotive company in the city of Palembang where in providing service and quality as well as good promotion coupled with the loyalty and trust is the key factor to make the PT. Lotus Pradipta Mulia as a partner of choice in the business. In this study, the authors aimed to determine the level of consumer satisfaction with the measure based on 6 (six) variables: Reliability, responsiveness, Assurance, Emphaty, Tangibles and consumer satisfaction using a Likert scale and multiple linear regression with F test and t test. Where after a survey and distributing questionnaires to the retailer result is the same independent variables affect the rate of 71.3% customer satisfaction to customer satisfaction in PT. Lotus Pradipta Mulia, while 28.7% were influenced by other factors such as marketing and pricing.

Keywords: Consumer satisfaction and service quality