STATISTICAL ANALYSIS OF CUSTOMER SATISFACTION TOWARD SERVICE QUALITY IN GALLERY SONY ERICSSON WTC SURABAYA

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Abstract

Sony Ericsson WTC Gallery which is a product distributor in the form of goods or services Celluler need information about the characteristics and customer satisfaction in order to compete with Celluler outlets in WTC Surabaya. Method which is used in this research is factor analysis and gap analysis. The results showed that data on customer characteristics Gallery Sony Ericsson WTC, it is known that the majority of customers are aged between 26-35 years (adult group), working, female and have revenues between USD 1.000.001 - USD USD 2 million. Data on customer behavior, it is known that the majority of activities undertaken Gallery Sony Ericsson's customers located at the outlet of the WTC when it was bought acessoris Celluler handphone. In addition, the majority of customers who have purchased mobile phones without a plan, due to special discounts or special events. On the priority of data obtained by purchasing the Sony Ericsson phones the most important things into consideration Gallery Sony Ericsson WTC customers in buying a mobile phone is the design of Sony Ericsson mobile phones. Furthermore, the data quality of service in the WTC Gallery Sony Ericsson is known that the variables that have the priority to be repaired immediately by the World Trade Center Gallery Sony Ericsson is giving special discounts on special events.

Keyword : factor analysis, gap analysis, customer satisfaction