DIMENSIONAL ANALYSIS OF SERVICE QUALITY TO CUSTOMER SATISFACTION
(Case study : Service quality in New ANC Motor )

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Abstract
The increasing competition in the business world, companies must find ways to meet customer satisfaction. Therefore in this thesis aims to get the variables of service quality expected (expected service) customers. The case study is taken is the quality of service in New Anc Motor. Multiple linear regression analysis, path analysis and factor analysis is used to find the value of customer satisfaction and the variables that are expected consumer. The study was conducted on consumers in New Anc Motor which has been a customer for at least 1 year. This final obtained impact of service quality (SERVQUAL), which consists of tangible (physical evidence), reability (reliability), responsiveness (responsiveness), assurance (guarantee), empathy (empathy) and outcomes (results) of consumer satisfaction (costumer satisfacton ). Based on the results of data processing with the three methods was obtained for analysis of customer satisfaction which consists of 5 dimensions of SERVQUAL by 78.8%. In linear regression analysis found 5 variables that have the highest percentage in influencing customer satisfaction that is responsive Power (P2) 58.21%, Assurance (P4) 54.31%, Responsiveness (P3) 53.87%, Reliability (P2) 52 , 85%, and Responsiveness (P1), 52.41%.In path analysis found 5 variables that have the highest percentage in
influencing customer satisfaction that is responsive Power (P2) 22.4%, Assurance (P4) 15%, Responsiveness (P1)

Key word: service quality, customer satisfaction, expected service