

ABSTRACT

Rozi, Fahrur. Thesis 2012. Title: "The Effect Of Quality Service on Member Satisfaction (Studies in Koperasi Wanita Serba Usaha" Setia Budi Wanita ", East Java).

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Seeing the increasing competition in the present business both social and services company, each company is required to have advantages that can captivate the customers one of them is by providing excellent service. According to Tjiptono (1996), one way to win customers is by improving the services to consumers with the best. This is no exception to the company of Business services as like Kopwan "Setia Budi Wanita", East Java. Cooperatives is required to give satisfaction to the members so that members will not move to other cooperatives (loyalty members).

The purpose of this study is to determine and examine influence the of excellent service to the satisfaction of members of the Kopwan Business Solutions "Setia Budi Wanita" of East Java. This research uses explanatory research approach (explanatory research), with Accidental sampling technique (by coincidence), the number of samples in this study are as many as 98 respondents / members. The data collected are and with secondary data by using observation interviews, questionnaires, and techniques.

The results of this study indicate that by a significant level of 5% a variable-rate service simulant only has significant effect on member satisfaction with a significance value of 0.000 and 158.878 of F_{caunt} value. While a partially, the indicator of ability has significantly with influence the results of the significance of 0.039 and 2.091 of t_{count} value. Significant effect is showed by the attitude indicator with the significance value of 0.001 and 3.321 of t_{count} . Indicators of performance have significant effect with the significance value of 0.045 and 2.037 f t_{count} . Indicators of concern have significant effect the significance value of 0.044 and 2.041 of t_{count} . Indicators of action have significant effect with the significance and value of 0,002, t_{count} value of 3.236. Indicators of responsibility have significant effect with a the significance value of 0.000 and 6.312 t_{count} value. The results of the most dominant indicator is the indicator of responsibility (X6) with results of the significance of the 0,000 and results of t_{count} 6312.