ABSTRACT

Ali Ramadhan, Moch Nur. 2013. Thesis. "The Factors Analysis are Influencing Customer Satisfaction of Periodic Service At Nissan Basuki Rahmat Dealer In Surabaya".

Counselor   : Dr.H. Salim Al Idrus, MM M. Ag

The background of this research is progressively expanding automotive business one of them car in this case is many car dealer exist in every town. Every year, Nissan dealer is more and more and rapidly developed in Indonesia. The Longer society rest content with service by Nissan. Proven, In 2012 year this Nissan get appreciation of Indonesia Car of The Year (ICOTY) 2012 in category The Best Small SUV as best car SUV. Indonesia Car of The Year represent of national presentation to evaluating a number of brand and brand positioning. Besides reaching appreciation of Indonesia Car of The Year 2012, previously Nissan also reach appreciation of CSR Award in 2011 from one of the notable national media.

The type of this research are quantitative research. for taking of sample technique namely using simple sampling random technique (take of population member sample at random regardless of level in that population) as many 70 responder from Nissan dealer customer. For the technique of data collecting used interview and cuisine. While analyzer used in this research is test validity and reliabilities instrument, and also with analysis factor at SPSS version 17,0 program.

The result of this analysis is there are 5 factor of customer satisfaction at Nissan BasukiRahmat dealer of Surabaya. First factor (service quality) what consist of assurance (X2.4), responsive (X2.3), tangibles (X2.1), empathy (X2.5) and reliability (X2.2). Second Factor emotional which consist of variable admiration of the others (X3.2), pride (X3.1), and features (X1.1). Third factor (product quality) what consist of powerful product variable (reliability) (X1.2), advice price (X4.2), and endurance or resilience (durability) (X1.3). Fourth factor (price) which consist of price variable according to quality (X4.3) and pricing accord with what done (X4.1). Fifth factor (cost) which consist of variable just one place to get all service requirement (X5.1).

Keyword : Factors, Customer Satisfaction, Nissan BasukiRahmat