

ABSTRACT

EFFECT OF SERVICE QUALITY CONSUMER SATISFACTION PT. Adira Dinamika Multi Finance TBK

(Studies in Consumer PT Adira Dinamika Multi Finance Tbk, Bandar Lampung) "

PT Adira Dinamika Multi Finance is a company engaged in consumer financing where the process performance Adira has the motto "Adira Top" which will each karyawan to work in a professional manner so that consumers will feel satisfied and always have minds of consumers.

Problems faced by the company Adira is not fully aware of consumer satisfaction of Bandar Lampung on the quality of service. Therefore, the issues analyzed in this paper is Do five dimensions of service quality affects customer satisfaction PT. Adira Dinamika Multi Finance Tbk Bandar Lampung?

The purpose of this study was to determine the effect of service quality to customer satisfaction Bandar Lampung. In this study, the variables analyzed is the quality of service that includes five dimensions namely reliability, responsiveness, assurance, empathy, the direct evidence.

The data in this study is obtained through library research and field research.

Sampling was done using non-probability sampling methods with purposive sampling technique so that the sample set of 100 respondents.

Based on the calculation of logistic regression coefficients obtained empathy variable ($P = 0509$) = (50%) were more influential than the variable reability 0318 (31.8%), responsiveness 0295 (29.5%), assurance 0323 (32.3%), and tangibles of

0289 (28.9 %) it can be concluded that the more influential empathy variable that is equal to 50% of customer satisfaction compared with reliability variable, responsiveness, assurance and tangibles. Testing the hypothesis with the Wald test, the five variables of service quality significantly influence consumer satisfaction "Adira" that is significant at the probability reliability 0056 <0.05, significant responsiveness in 0035 probability of <0.05, significant assurance on the probability of 0054 <0.05, significant at the probability empathy 0004 < 0.05 and significant tangible in 0045 probability of <0.05. Value Hosmer and Lemeshow test in this model for 0920 > 0.05 then the regression model fit for use. Value Nagelkerke R² = 0590. This means that these variables are five dimensions reliability service, responsiveness, assurance, empathy, tangible influence consumer satisfaction (Y) by 59% while the rest remaining 41% is influenced by other variables outside of the five variables. Advice given to PT. Adira Dinamika Multi Finance branches UBL is based on this research should further improve the Adira more variable quality of service based on the questionnaire empathy more variables significantly influence consumer satisfaction.