

ABSTRACT

EFFECT ON THE QUALITY OF SERVICES IN CUSTOMER SATISFACTION LB LIA in Bandar Lampung

By

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Around the world English is the language commonly used to communicate with another nation, this is because English is an international language that one is very easy to understand when compared with other international languages. Besides the English language is more acceptable as an international language, because many countries in the world to make English as their national language (the countries of the former British colony). One objective of Indonesian nation is nation's intellectual life. To be able to realize the established various means of formal education from primary to university level. The government also granted permission to private institutions to assist people in getting an education. Non-formal education skills are more ready to face the competitive world of work that is more strict.

LB LIA is one of the English language educational institution located in Bandar Lampung. The company is engaged in the field of education services and is a company oriented to customer satisfaction (students). Problems faced by LB LIA is the fluctuation in the number of students. The author formulates the problem: "Is LB LIA Services Bandar Lampung Impact Customer Satisfaction?"

The intention of this thesis is to study the effect of customer satisfaction services provided by LB LIA Bandar Lampung. While the writing of this goal are as consideration for the contribution of LB LIA and as reference material for further research.

The hypothesis proposed is a writer, "There is the influence of service quality LB LIA Bandar Lampung with customer satisfaction."

The analysis method is *Chi Square* with aid of SPSS 13.0 was found that the *reliability* of student satisfaction with 48.372 count X^2 contingency coefficient 0.561, X^2 *responsiveness* factors count contingency coefficient value of 26.406 with a 0.421, *the assurance* factor of X^2 calculated with the coefficient of 28.649 .648 contingency, factor

χ^2 Countdown 45.597 *emphaty* with contingency coefficient 0.530, χ^2 *tangible* factors count contingency coefficient of 33.752 with a 0.479, and factor services (5 dimensions) of student satisfaction with 49.228 count χ^2 contingency coefficient 0.653.

Thus it can be taken a conclusion that the services provided LBPP LIA Bandar Lampung affect student satisfaction seen from the results of *chi square* test. Suggestion is the author of Bandar Lampung LBPP LIA should further improve service reliability factor, responsiveness, assurance, empathy, physical evidence because there are still students who expressed less well on the fifth dimension.