CUSTOMER SATISFACTION LEVEL ANALYSIS ON SERVICE AT PITSTOP CAF, SARI PAN PACIFIC HOTEL, JAKARTA.

Dona Feronika, Lies Handrijaningsih, SE,MM

Diploma (Professional) Degree, 2009

Gunadarma University

http://www.gunadarma.ac.id

Key Words : CUSTOMER SATISFACTION LEVEL, ANALYSIS, SERVICE

ABSTRACT:
Contentment is a feeling of pleasure or satisfaction a person receives after receiving services. The purpose of this scientific writing was to know the level of customer satisfaction on services. The data used were primary data which represent data obtained from questionnaire. Descriptive analysis was used to analyze the problem by using tables and chi-square method. The result of this research is that the value Count (132.049), the value Table (23.54). With freedom degree = 16 and used a significant level of 10%, the calculation can be concluded that the value of Count (132.049) > from Table (23.54), then Ho is rejected and Ha accepted, which means customers in Pitstop Caf were satisfied with the service provided.