

ABSTRAC

JOHARNO, *The Comparison of The Customer Satisfaction, The Service and The Product Quality of PT. Trimatra Tatagraha with Its Competitors* (under the supervision of Tumari Jatileksono)

PT. Trimatra Tatagraha is a construction company with specialize in the aluminium and glass contractor. Established since 1990, with have done many project in and out of Jakarta. The tight competition to consider necessary by PT. Trimatra Tatagraha increase the competitive advantage in order to meet the customer satisfaction and earning gain.

This objective of this study is to evaluate the customer appraiser to the service and product quality of PT. Trimatra Tatagraha, to examine advantages, weaknesses, and the differences as compared to the competitors, and to determine factors influencing the customer satisfaction.

The analysis method to examine the difference service and product quality between the competitors are using t-test 2 sample analysis method and to determine the satisfaction factors are using the regression analysis method.

The result shows that the customer appraiser to the service and product quality is good enough, and the customers satisfaction factors are *credibility* and *access* for the service quality and the product quality are influences by *performance, reliability, durability* and *aesthetics* dimension.