

ABSTRACT

FREDY THE. Analysis of Impact of Service Quality toward Customer Satisfaction Level of FOCUS Training Center Jakarta (Under the supervision of Dra. Iin Endang Mardiani, ME)

The aim of this research is to identify perception of training participants regarding to service quality, impact of service quality toward customer satisfaction level of FOCUS Training Center Jakarta.

Service Quality in this research covers five dimension that are : *Reliability, Responsiveness, Emphaty, Assurance, and Tangible*. In the relation of customer satisfaction level, that measure by an expectation disconfirmation.

Kind of data for this research which collected was primary and secondary data that trait qualitative and quantitative. The population in this research consisted of 123 respondent with error level 5% then the result from this counting was 94.07 respondent rounded to 94 respondent. This research using Slovin Method to count respondent sampling. Coverage area of respondents is participants that has been studied in FOCUS Training Center Jakarta. Analysis Method were used descriptive statistic such as ServQual Method and Cartesius Diagram and Linear Regression Analysis.

The result of this research were : (1) Perception of training participants toward service quality of FOCUS Training Center still under the expected average score that is 85,56% of training participant expectation., (2) The result of multi linear regression of service quality dimensions that give positive impact toward customer satisfaction is dimension of Responsiveness, Emphaty, and Tangible, (3) Anova Test or F test for Service Quality toward Customer Satisfaction Level, got F amount is 37.444 with significant level below 0.01 and have regression equation $Y = 0.724 + 0,292 X_2 + 0.325X_4 + 0.234X_5$.

We wish that the result of this research could be used for the input / feedback of FOCUS Training Center Jakarta management as the provider of training service and one of the alternative strategy to improve customer satisfaction then at the end, it could increase the company profitability.