

ABSTRACT

Rikky. 3020611095. 2010. The influence of service quality to the customer satisfaction at ramayana departement store in Pangkalpinang

Ramayana departement store is one of the biges shopping place in Pangkalpinang which provides various products and people's needs. Its tenet is always to satisfy the customers. This research aims to measure the rate of quality and customer satisfaction at Ramayana departement store. This research used descriptive qualitative metode to describe the result of collecting data by questionnaire and observation. The assesment was based on five service quality dimensions such as reliability, responsiveness, assurance, empathy, and tangible. The result of this research shows that there are good and bad service attributes and also there are satisfying and non-satisfying service attributes for the customers. The point is company management needs to evaluate its service so that those problems can be improved immediately by developing the employees.

Key words: Service quality and customer satisfaction, service level.