

RESUME SKRIPSI

“ANALISIS TINGKAT KEPUASAN MEMBER ATAS KUALITAS PELAYANAN PASARAYA SRIRATU PETERONGAN SEMARANG”

Diajukan sebagai Syarat untuk Penyelesaian Program Pendidikan Strata Satu (S1)

Pada Jurusan Ilmu Administrasi Bisnis



Disusun Oleh :

ARISTA NUSWANTARI

D2D004225

FAKULTAS ILMU SOSIAL DAN ILMU POLITIK

UNIVERSITAS DIPONEGORO

SEMARANG

2008

The increasing of society living model give result in existence of shopping center which is modern and it can cover all the need of good and services in one stop shopping. With a competency so company is being challenging in the term of increasing of product and quality service due to still being the best in the competency. Company also has to warn about quality of service because quality of service has a big role to the profit it is include Pasaraya Sri Ratu Peterongan which has membership programme to its customer.

This research is done to know about satisfying of member to service quality Pasaraya Sri Ratu Peterongan viewed by five dimension of service quality, tangibles, reliability responsiveness, assurance, and empathy. and for knowing member satisfactory in the cartesius diagram so it will be found atribut in come what kind of services which is need to be incresed by the company.

The reserch type which is descriptive research design with primer and secunder data. Data collecting use instrument and questioner which is given to 100 respondens found by Slovin. Sampling tecnique which is used is systemetic random sampling. Then the collecting data is modified in tabilation. Data analysis which is used is descriptive Qualitatif and deciding company works with an expectation or member nessessary stoge uses Importance Performance Analysisof Formula from John Martilla and C. James.

The avarage result of five services dimension, member satisfactory to services quality which is given by company is 3.53 it means consumer is satisfy.

Key Words: service, satisfication, five dimension, descriptive, qualitative