

ABSTRACT

The Influence of Service Quality Toward Customer Satisfaction at PT. Asuransi Tafakul Keluarga RO Riau Agency Pekanbaru

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The background of this research was the number of customer decrease from 2014-2015 of PT. Asuransi Takaful Keluarga RO Riau Agency Pekanbaru, meanwhile the company has provided a wide range of service to the client candidates/ clients of insurance. This is thought to occur because of less optimization of services provided by the company. The formulation of the problem in this research is how the influence of service quality toward customer satisfaction in PT. Asuransi Takaful Keluarga RO Riau Agency Pekanbaru. The purpose of this research is to find out the influence of service quality toward the customer satisfaction in PT. Asuransi Takaful Keluarga RO Riau Agency Pekanbaru. Theoretical framework used is insurance, service, and satisfaction. Type of research used in this study of design causality. The subjects were all customers of PT. Asuransi Takaful Keluarga RO Riau Agency Pekanbaru and its object is customer satisfaction at this company. The data used in this study are the primary and secondary data. The sampling technique used is simple random sampling, while the data collection techniques used is questionnaires and documentation. To analyze the data, the researcher used descriptive quantitative method. In analyzing quantitative data, it is used a simple linear regression analysis. The results of this research noted that the quality of service to customer satisfaction has an enough strong relationship with coefficient correlation value by 0,460. Meanwhile on the partial test results, there is an influence of service quality on customer satisfaction which shows a significant level of 4.754. Then, there is a small contribution of service quality on customer satisfaction with determination coefficient value of 0,212. In general, it can be concluded that the quality of service has given a significant influence to customer satisfaction at PT. Asuransi Takaful Keluarga RORiau AgencyPekanbaru.

Keywords: Services, Customer, Insurance, Sharia, Takaful.