

ABSTRACT

Darwis Setiawan, 151010120, 2019. Effect Analysis of Service Marketing Mix in Increasing Customer Satisfaction at PT. Berlian Tangguh Sejahtera. STIE Eka Prasetya Medan, Management Study Program, Advisor I: Mrs. Desma Erica Maryati M, S.Pd., M.Si., Advisor II: Mr. Bambang Sutejo, S.Kom., S.E., M.M.

*The purpose of this study is to determine the effect of Price and People of Customer Satisfaction at PT. Berlian Tangguh Sejahtera. Research methodology used is descriptive quantitative method, the unit of analysis in this study is PT. Berlian Tangguh Sejahtera and its observation unit are customers from PT. Berlian Tangguh Sejahtera. The population in this study are customers of PT. Berlian Tangguh Sejahtera as many as 70 respondents. The technique of determining the number of samples used in this study is saturated sample and counts 70 respondents. Research method used are data collection through library research and field research conducted systematically based on research objectives. The analytical method used to solve problems and prove hypotheses with descriptive analysis, regression analysis. This analysis includes validity and reliability, classic assumption test, multiple regression analysis, hypothesis testing through t and F test, and test the coefficient of determination (R^2). From the analysis obtained a regression analysis of **Customer Satisfaction = 0.170 + 0.187 Price + 0.741 People + e**. Results of the t test show a positive and significant Price variable on Customer Satisfaction at PT. Berlian Tangguh Sejahtera where $t_{count} 4.165 > t_{table} 1.995$ and variable People positive and significant on Customer Satisfaction at PT. Berlian Tangguh Sejahtera where t_{count} is $14,233 > t_{table} 1,995$. The F test results that show $F_{count} 317,604 > F_{table} 3.13$ that means the independent variables Price and People adjusted for the variable Customer Satisfaction. Test results of the coefficient of determination (R^2) indicate that 90.50% of Customer Satisfaction variables are supported by Price and Person variables, while 9.50% are discussed by other factors or variables outside the model such as physical evidence and process not discussed in in this research.*

Keywords: Price, People, Customer Satisfaction