

PENGARUH *FUNCTIONAL ASPECT* DAN *PERSONAL ASPECT* TERHADAP
CUSTOMER SATISFACTION PADA DE SOEMATRA 1910 SURABAYA

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INTISARI

Tujuan dari penelitian ini adalah untuk menentukan pengaruh *functional aspect* dan *personal aspect* terhadap *customer satisfaction* di de Soematra 1910 Surabaya. Sampel dari penelitian ini terdiri dari pengunjung yang pernah mengunjungi de Soematra dalam 1 (sekali) selama di Surabaya. Data diperoleh dari total 165 pengunjung de Soematra Surabaya. Analisis deskriptif seperti persentase, frekuensi, analisis reliabilitas digunakan untuk analisis data yang diperoleh. Selanjutnya, Analisis Regresi Berganda digunakan untuk menganalisa pengaruh pengaruh *functional aspect* dan *personal aspect* terhadap *customer satisfaction* di de Soematra 1910 Surabaya.

Penelitian menyimpulkan bahwa *functional aspect* dan *personal aspect* berpengaruh terhadap *customer satisfaction* di de Soematra 1910 Surabaya.

Kata kunci: *Functional Aspect, Personal Aspect, Customer Satisfaction, Surabaya*

*THE IMPACT OF FUNCTIONAL ASPECT AND PERSONAL ASPECT ON
CUSTOMER SATISFACTION IN DE SOEMATRA 1910 SURABAYA*

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ABSTRACT

The purpose of this study was to determine the effect of functional aspects and personal aspects on customer satisfaction at the 1910 de Soematra Surabaya. The sample from this study consisted of visitors who had visited de Soematra (once) while in Surabaya. Data was obtained from a total of 165 visitors of de Soematra Surabaya. Descriptive analysis such as percentage, frequency, reliability analysis is used to analyze the data obtained. Furthermore, Multiple Regression Analysis is used to analyze the influence of functional aspects and personal aspects on customer satisfaction in the 1910 de Soematra Surabaya.

The study concluded that functional aspect and personal aspect did have an impact on the customer satisfaction of de Soematra 1910 Surabaya.

Keywords: Functional Aspect, Personal Aspect, Customer Satisfaction, Surabaya

