ABSTRACT

Sarah Estomihi. 21212922. ANALYSIS OF PRODUCT AND SERVICE QUALITY AND ITS INFLUENCE ON CUSTOMER SATISFACTION IN AFTER SALES DIVISION DEALER KAISAR PLAZA BANDUNG – PT. RADITA AUTOPRIMA. **Prof. Dr. Hj. Dwi Kartini, SE., Spec. Lic.**

Automotive is one of the most dynamic business. By the increasing technology, automotive continue to compete in the segment in the purpose of fulfilling customer satisfaction. There are several factors that affect customer satisfaction include product and service quality. By developing a product and service quality, customer satisfaction will continue to rise so that consumer desire to buy will be higher.

The aim of this study was to analyze the development of product and service quality and its influence on consumer satisfaction in Aftermarket Division Dealer Emperor Plaza Bandung - PT. Radita Autoprima. This study analysis using path analysis / Path with the objective to investigate how big the direct and indirect influenced correlation between the quality of products and services to customer satisfaction. The population studied were consumer buyers and users of products and services Dealer brands Caesar in Caesar Plaza Bandung - PT. Radita Autoprima by sample as many as 78 of consumers.

This study concludes that the development of products and services is rated in good quality and effect significantly either partially or simultaneously to customer satisfaction in Aftermarket Division Dealer Emperor Plaza Bandung - PT. Radita Autoprima. The magnitude of the effect of variable products is 26, 42% of direct influence and 12.33% of indirect influence. As for the variables services quality is composed of 26.8% direct influence and 12.33% of indirect effect on consumer satisfaction.