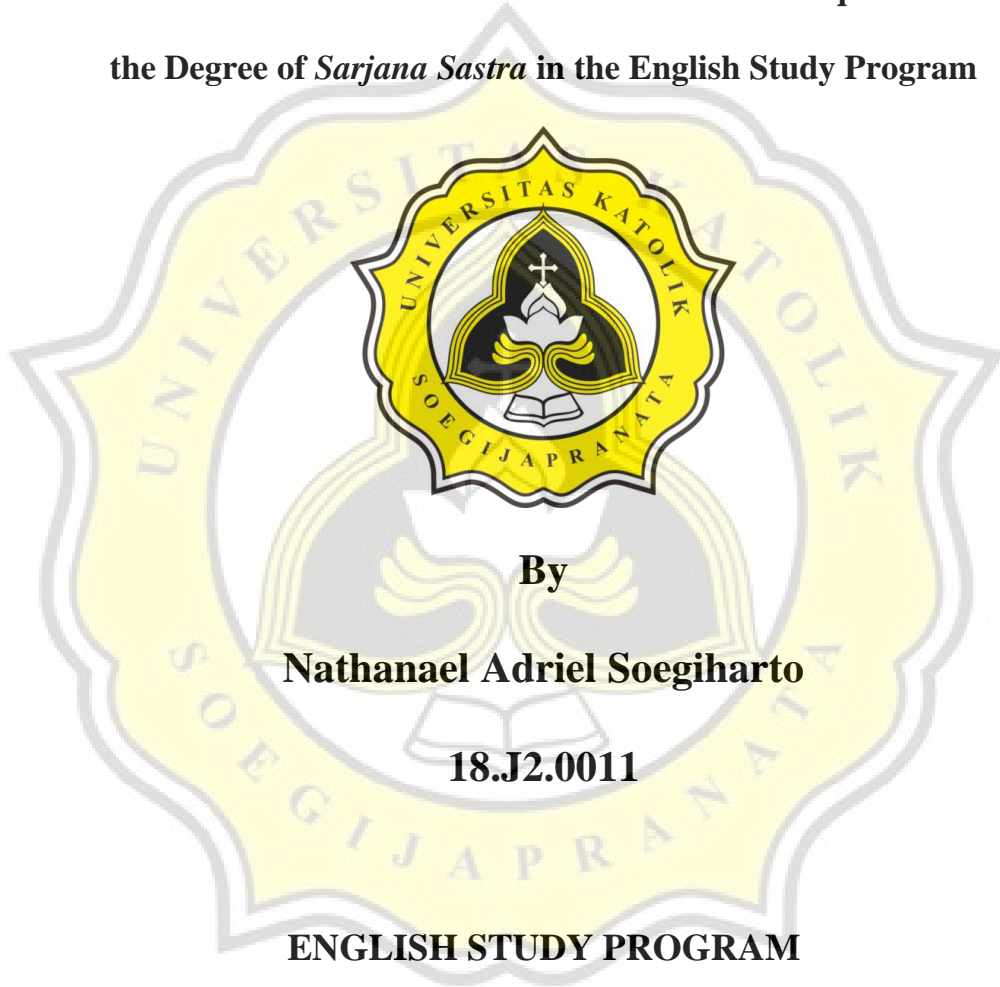


**FINDING THE FACTORS INFLUENCING
CUSTOMER SATISFACTION AT WAHANA
KOMPUTER COURSE**

**A Thesis Presented as a Partial Fulfillment for the Requirements for
the Degree of *Sarjana Sastra* in the English Study Program**



By

Nathanael Adriel Soegiharto

18.J2.0011

ENGLISH STUDY PROGRAM

FACULTY OF LANGUAGE AND ARTS

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**FINDING THE FACTORS INFLUENCING CUSTOMER SATISFACTION AT
WAHANA KOMPUTER COURSE**

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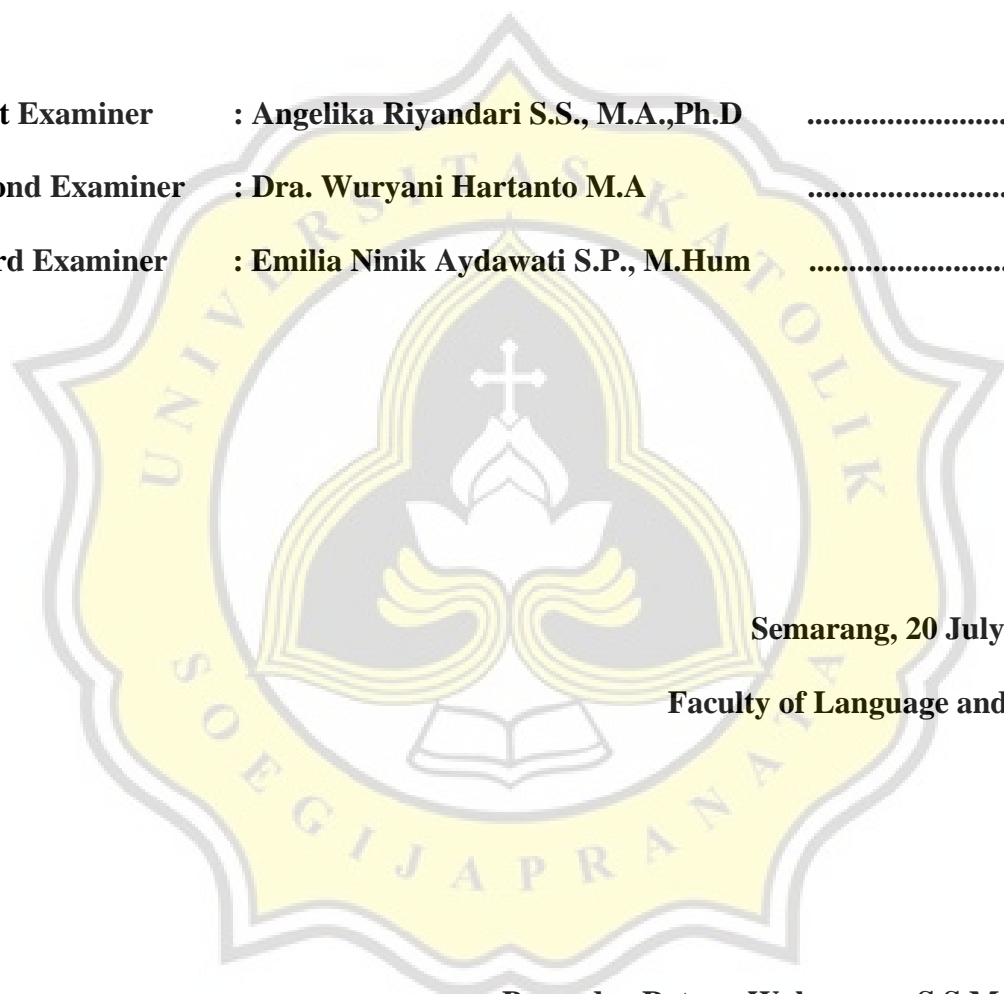
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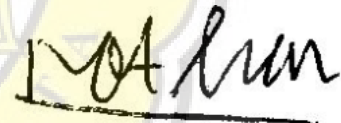
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Finally, I know my thesis is not perfect as humans are also not perfect. I am ready to receive improving suggestions. Nevertheless, I hope that this thesis can be helpful for those who read it, so businessmen can use these factors to increase customer satisfaction in their business.

Semarang, July 20, 2022



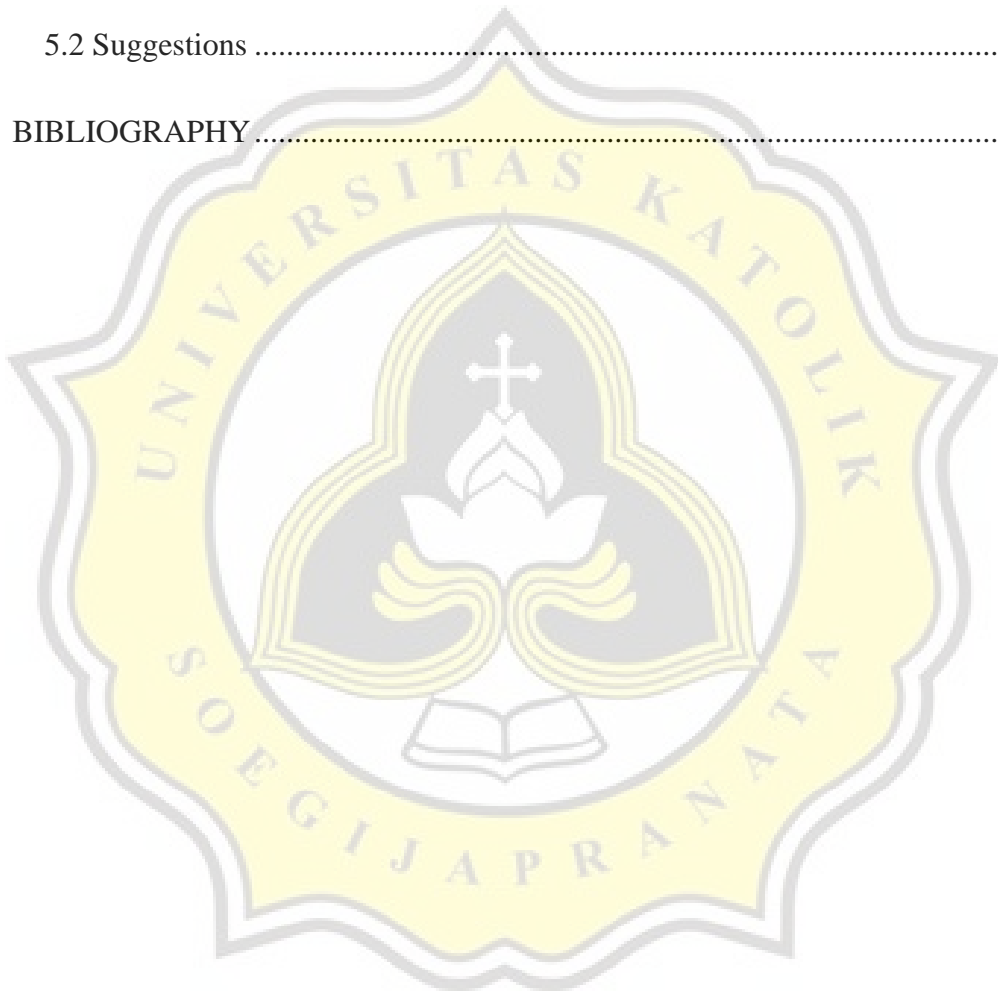
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ABSTRACT

This study tried to find out what factors influenced the customer satisfaction in Wahana Komputer's course. Customer satisfaction is important because if they are not satisfied, businesses will lose the customers. The importance of this study is so businesses can find out what are the factors of customer satisfaction and hopefully can pay attentions to those factors in the other business sectors. There are two kinds of quality that customers will notice for them to be satisfied which are must-be quality and attractive quality. Must-be quality needs to be fulfilled, while the latter includes selling points, features, and unique characteristics. The factors that are affecting customer satisfaction according to Irawan (2008) are product quality, price, service quality, an emotional factor, and convenience and those factors became the basis of the questionnaire. The writer used mixed method to collect data via a distributed questionnaire in the form of google form, and also conducted interviews to confirm the answers given by students as subjects of the research. The result of the survey through questionnaire is that generally the respondents are satisfied with the product quality, service quality, price, emotional factor like promos and convenience. But during the interview, there are some suggestions by the interviewees to make them more satisfied such as lowering the price. Also, there are some complaints about the service quality by some interviewee that must be fixed in order to satisfy the customers.

Keywords: customer satisfaction, business, students, factors

ABSTRAK

Penelitian ini ingin mencoba untuk mengetahui faktor-faktor apa saja yang mempengaruhi kepuasan pelanggan pada kursus Wahana Komputer. Kepuasan pelanggan penting karena jika mereka tidak puas, bisnis akan kehilangan pelanggan. Pentingnya penelitian ini adalah agar pelaku usaha dapat mengetahui apa saja faktor-faktor kepuasan pelanggan dan diharapkan dapat memperhatikan faktor-faktor tersebut di bidang usaha lainnya. Ada dua jenis kualitas yang akan diperhatikan pelanggan agar mereka puas yaitu kualitas must-be dan kualitas yang menarik. Kualitas must-be perlu dipenuhi, sedangkan yang terakhir mencakup nilai jual, fitur, dan karakteristik unik. Faktor-faktor yang mempengaruhi kepuasan pelanggan menurut Irawan (2008) adalah kualitas produk, harga, kualitas pelayanan, faktor emosional, dan kenyamanan dan faktor-faktor tersebut menjadi dasar kuesioner. Penulis menggunakan metode campuran untuk mengumpulkan data melalui kuesioner terdistribusi dalam bentuk google form, dan juga melakukan wawancara untuk mengkonfirmasi jawaban yang diberikan oleh siswa sebagai subjek penelitian. Hasil survei melalui kuesioner secara umum mereka puas dengan kualitas produk, kualitas layanan, harga, faktor emosional seperti promo dan kenyamanan. Namun pada saat wawancara, ada beberapa saran dari yang diwawancarai agar mereka lebih puas seperti menurunkan harga. Selain itu, ada beberapa keluhan tentang kualitas layanan oleh beberapa orang yang diwawancarai yang harus diperbaiki untuk memuaskan pelanggan.

Kata kunci: *kepuasan pelanggan, bisnis, mahasiswa, faktor*