ABSTRACT

Customer Satisfaction Analysis Xumber Maxmur Recording Studio, Bogor City

Buyung Faiz Yudhistira Supriyanto

In terms of growth and development, the art of music is more advanced toward the line that gave rise to the establishment in the music business as a recording studio. Music art strong enough in the pitch of its existence in the midst of society, able to articulate himself, even to art music could eventually grow with the industry into a profit institutions, energy is very promising capital. The existence of this new business led to the pros and cons, both from the recording studio as well as businessmen from the consumer side in terms of satisfaction and sale value. Recording studio business, although seen less promising, but this business has its own market share.

The objectives of this study were to: (1) identify the characteristic of customer Studio Xumber Maxmur, (2) identify customer satisfaction and loyalty in Studio Xumber Maxmur, (3) analyze the factors influencing customer satisfaction in Studio Xumber Maxmur, (4) analyze the relationship between customer satisfaction and loyalty, and (5) formulate useful managerial implications Studio Xumber Maxmur. The primary data were gathered from July until August 2009 using a cross sectional study and survey method approach through questionnaires. The Samples were gathered using purposive convenience sampling (non probability sampling). The amount of respondents that were usable in this study followed the SEM rule of thumb and collected up to 150 respondents. Structural Equation Modeling, Penalty-Reward Analysis, Customer Satisfaction Index, and Customer Loyalty Index were used to analyze the data.

The results of this study showed that tangibility, reliability, assurance, responsiveness, and empathy dimensions had significantly contributed in influencing customer satisfaction. Tangibility was the dimension that had the biggest effect in forming satisfaction and has the highest importance level according to the consumers. There is a significant relationship between
satisfaction and loyalty. Satisfaction is the forming component of loyalty. Respondents felt satisfied with the facilities obtained from the studio Xumber Maxmur, so that respondents are loyal to the services provided by the studio Xumber Maxmur. Respondents who were satisfied, would be willing to recommend the studio Xumber Maxmur to others who have given satisfaction to the consumer.

Keywords: Recording Studio, Customer Satisfaction, Customer Loyalty, Structural Equation Modeling, Penalty Reward Analysis, Customer Satisfaction Index, and Customer Loyalty Index.