ABSTRACT

Customer Satisfaction Analysis for Delivering Service in Bogor Raya Golf Club

Veronica Betharia Wendy Astuti

The purposes of this study are (1) to identify overall satisfaction in Bogor Raya Golf Club, (2) to analyze the factors influencing customer satisfaction in Bogor Raya Golf Club, and (3) to provide recommendation for alternative company policies to increase the customer satisfaction. The data were collected from 120 people including member and non-member of Bogor Raya Golf Club who have played golf in Bogor Raya Golf Club at least twice in the latest one year.

The study was conducted through survey with direct interview from middle of February to middle of May 2005 in Bogor Raya Golf Club. The sampling method was purposive convenience sampling (non probability sampling).

Structural Equation Modeling (SEM), Suhaajo-Split analysis, Penalty-Reward analysis, and Customer Satisfaction Index were used to analyze the data. The result of this study showed that tangible, reliability, and assurance aspects are very strong in influencing customer satisfaction and most of factors in each aspect are still under service. Overall Customer Satisfaction Index is 90%, while unsatisfaction index is 0%.

The result suggested that KGBR should consider the characteristic of each factor to improve customer satisfaction.