

## ABSTRAK

Skripsi ini bertujuan untuk mengetahui dan menganalisa seberapa besar pengaruh kualitas pelayanan purna jual BlackBerry terhadap kepuasan pelanggan Service Center BlackBerry di Pasific Place Jakarta. Data diperoleh melalui survey dengan menyebarkan kuisioner kepada 100 pelanggan yang telah mengunjungi Service Center BlackBerry di Pasific Place Jakarta. Metode penelitian dan yang digunakan pada penelitian ini adalah deskriptif dan analisis regresi berganda. Variable yang digunakan sebanyak 4 (empat) variable bebas dan 1 (satu) variable terikat.

Hasil penelitian menunjukkan bahwa kualitas pelayanan yang terdiri atas variable *tangibles*/buktifisik (X1), *reliability*keandalan (X2), *responsiveness*/daya (X3), *assurance*/jaminan (X4), *emphathy*/empati (X5) secara bersama-sama memiliki pengaruh yang positif. Untuk penelitian selanjutnya disarankan untuk melakukan penelitian pada organisasi selain Service Center BlackBerry di Pacific Place, dengan lingkup penelitian diperluas.

Kata kunci: Kualitas Pelayanan, Purna Jual, Kepuasan Pelanggan

## **ABSTRACT**

This skripsi is aimed to know and analyzes how big influence of the quality of service of BlackBerry after-sales against customer satisfaction BlackBerry service center at Pacific Place Jakarta. The Data obtained through the questionnaire survey by spreading to 100 customers who have visited the BlackBerry Service Centre in Pacific Place Jakarta. The methods of this research is descriptive and multiple regression analysis. Variable used as many as four (4) free variable and one (1) variable is bound.

The results showed that the quality of service which consists of variable tangibles/physicalevidence (X1),reliability (X2) reliability, responsiveness/power (X 3), assurance/guarantee (X 4), emphathy/empathy (X5) together-just have a positive influence. For further research it is advisable to do some research on the organization in addition to the BlackBerry Service Center in Pacific Place, the scope of research is expanded.

**Keywords:** The Quality of Service, After-Sales, Customer Satisfaction