

**A STUDY ON CUSTOMER SATISFACTION AT
PT. TETRASA GEOSININDO**

Skripsi

NAMA : RULI DWI PRASETYO
NIM : 43105120073



**FAKULTAS EKONOMI
UNIVERSITAS MERCU BUANA
JAKARTA
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Skripsi
Diajukan Sebagai Salah Satu Syarat untuk Memperoleh Gelar
SARJANA EKONOMI
Program Studi Manajemen – Strata I

NAMA : RULI DWI PRASETYO
NIM : 43105120073



FAKULTAS EKONOMI
UNIVERSITAS MERCU BUANA
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SURAT PERNYATAAN KARYA SENDIRI

Yang bertanda tangan di bawah ini:

Nama : Ruli Dwi Prasetyo

NIM : 43105120073

Program Studi : Manajemen S1

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Demikian pernyataan ini saya buat dengan sebenarnya.

Jakarta, 7 Maret 2010

(Ruli Dwi Prasetyo)

43105120073

LEMBAR PENGESAHAN SKRIPSI

Nama : Ruli Dwi Prasetyo
NIM : 43105120073
Program Studi : Manajemen S1
Judul Skripsi : **A Study on Customer Satisfaction at PT. Tetrasa Geosinindo**
Tanggal Lulus Ujian : 18 Maret 2010

Disahkan oleh:
Pembimbing Skripsi

UNIVERSITAS
MERCU BUANA
(H. Arief Bowo Prayoga K, SE.,MM)

Dekan

Ketua Program Studi Manajemen - S1

(Dra. Yuli Harwani R,MM)

(H. Arief Bowo Prayoga K, SE.,MM)

LEMBAR PENGESAHAN DEWAN PENGUJI

Skripsi

A Study on Customer Satisfaction at PT. Tetrasa Geosinindo

Dipersiapkan dan Disusun oleh:

Ruli Dwi Prasetyo

43105120073

Telah dipertahankan di depan Dewan Penguji pada tanggal 18 Maret 2010

Susunan Dewan Penguji

Ketua Penguji / Pembimbing Skripsi

H. Arief Bowo Prayoga K, SE.,MM.

Anggota Dewan Penguji

Dra. Yuli Harwani R, MM.

Anggota Dewan Penguji

Dr. Cecep Winata, Msi.

FOREWORD

First of all, I would like to express my deepest gratefulness to Allah SWT The Most Gracious and The Most Merciful. For His compassion and never ending blessing have been given me power so I can finally complete this last year project. Also shalawat may always to Rasulullah Muhammad SAW, the messenger and the light of the life.

The market condition nowadays has been succed in inspiring the shift of perspective from product and sales philosophy to marketing philosophy. Companies are now do not hesitate in allocating high budget in the effort of learning their customers, to get a better and deeper understanding to the customers. This phenomenon has interested me to conduct a customer satisfaction research in a trading, engineering and installation company, PT. Tetrasa Geosinindo, to fulfill the compulsory requirement in obtaining the bachelor degree at Mercu Buana University. In the same time, this research is also aimed to find more information about the customers of the company so that the management then be able to set more appropriate strategies to win the market.

However, this writing is impossible to be finished without the helping hands of below extra – ordinary people:

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