

## **ABSTRACT**

*PT. Cahaya Karya Bhakti Samudra is a private national company. This company is established on July 8th, 1985 in Jakarta with the Registered Notary Number : 17, and its operation office is in Depok, West Java. This company has a core business of diving in the field of underwater work. PT. Cahaya Karya Bhakti Samudra provides service in Underwater N.D.T Survey, Underwater Inspection Use Underwater Photographs and Visual recorded by CCTV-Video, Bottom Hull Cleaning of Vessel, Anode Installation, Underwater Cutting and Welding, and Underwater Repairing and Maintenance.*

*This research has been carried out to have how to provide services of a technical quality or outcome quality and a functional quality or interaction quality, and also the image of company to influence of repurchase intention by customer to order PT. Cahaya Karya Bhakti Samudra.*

*This research aim to evaluate service quality of a technical quality and a functional quality of underwater work and also to evaluate image of company to increase omset of this company.*

*Gronroos (2000) called that "on the basically service quality which is evaluated by customer have two dimentions, a technical quality or outcome quality and a functional quality or interaction quality".*

*The design which is used in this research use Cross Sectional is terminology related with assessment of time design in research process. Cross Sectional research design is more carried out for implementation when researcher does the research, especially on its implication to the data collection and analysis, because it is more simple and cheaper. In Cross Sectional research design, the researcher observes only the phenomena on one focus defined.. In the research which has characteristics of explorative, descriptive, or explanative.*

*Population Which are taken in this research to use as sampling are parts of customers whch ever use our service of underwater work in PT. Cahaya Karya Bhakti Samudra is located in Depok, which to use Descriptive Research Method, Factor Analysis, Multiple Regretion Analysis, and Hypothesis Examination.*

*On the generally respondents state neutral / normal for the statement to submit for variables of quality, technique and image of firm on PT. Cahaya Karya Bkati Samudra. Based on this research, the result is quality of technique, functional and image of firm that effect the individual others that effect positively and significantly to re-purchase intention by customer. In the dominant effect of a functional quality is stronger than two other variables.*