

ABSTRACT

PT. Pembangunan Perumahan (Persero) as State Corporation (BUMN) established with name NV Pembangunan Perumahan based on Notariate Act No. 48 dated August 26, 1953. Based on Government's Regulation No. 63, 1960, NV Pembangunan Perumahan changed become PN (Perusahaan Negara) Pembangunan Perumahan. Then based on Government's Regulation No. 39, 1971, PN Pembangunan Perumahan changed become PT. Pembangunan Perumahan (Persero), and forcefull with Notariate Act No. 78 dated 15 March 15, 1973 and then known as PT PP (Persero). Core of business this corporation if Construction Service..

To care for the existence to day and future the corporate must be care of and increase the Service Quality which provide the satisfaction to customer until to created the customer loyalty..

This research is aimed to find out and explain how far is the correlation and effect of Service Quality on Customer Satisfaction whereas it would give effect on the growth of sentiment of customer loyalty to PT. PP (Persero) . In this research there are 2 (two) variables as follows : (1) Independent Variable is the Variable of Service Quality covering Technical Quality, Functional Quality and Image, (2) Dependent Variable is the Variable of Customer Satisfaction.

The research is performed on the segment of service quality user of PT PP (Persero) in DKI Jakarta as well as barometer of construction service business in Indonesia. This research is performed on 40 respondent by using cluster sampling technique that is sample taking based on area (cluster) has representative of respondent overall.

The technique data's analysis used includes instrument test (validity test, reliability test), correlation test (Pearson's Correlation), simple linear regression whereas there is F test or ANOVA test, and also hypothetical test by using t test.

From data's analysis with SPSS 10.0 software displayed that influence of Service Quality to Customer Satisfaction is significantly enough.