

**PENGARUH CUSTOMER RELATIONS TERHADAP KEPUASAN PELANGGAN
BENGKEL PERAWATAN PERBAIKAN PT ASTRA INTERNATIONAL DAIHATSU
SALES OPERATION**

(BPPA-DSO) BOGOR PADJAJARAN

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ABSTRAK

PT Astra International DSO Bogor Pajajaran telah melakukan segala sesuatu dapat menyimpan 100 % kepuasan pelanggan, masih ada masalah yang membuat atau mengurangi kepuasan pelanggan. Ada satu masalah yang sulit untuk menyelesaikan kepuasan pelanggan, yaitu keterlambatan waktu penyerahan kendaraan pelanggan hubungan penting untuk menjaga hubungan PT Astra International DSO Bogor Pajajaran dengan pelanggan mereka dan mengembalikan kepercayaan terhadap pelanggan BPPA-DSO Bogor Pajajaran. Penelitian mengukur dampak hubungan pelanggan dengan kepuasan pelanggan. Customer Relations diukur dalam teori oleh Ian (Gordon 2002) media, sumber daya manusia, Proses, pengetahuan atau pemahaman. Kepuasan pelanggan ini adalah kepuasan pelanggan yang diperoleh diukur dengan teori oleh Kotler dan Tjiptono (2006) yaitu, dimensi sistem pengaduan dan saran, survei kepuasan pelanggan, *ghost shopping* dan *lost customer analysis*. Penelitian ini menggunakan metode kuantitatif dengan menyebarkan kuesioner kepada pelanggan BBPA PT Astra International Daihatsu Sales Operation Bogor Padjajaran. Analisis data menyebutkan terdapat pengaruh *Customer Relations* terhadap Kepuasan Pelanggan BBPA PT Astra International Daihatsu Sales Operation Bogor Padjajaran dengan R Square 0,835.

Kata Kunci : *Customer Relations*, Kepuasan Pelanggan

**THE INFLUENCE OF CUSTOMER RELATIONS TO CUSTOMER SATISFACTION
PT ASTRA ITERNATIONAL DAIHATSU SALES OPERATION
(BPPA-DSO) BOGOR PADJAJARAN**

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ABSTRACT

PT Astra Internatinal DSO Bogor Pajajaran have done everything can keep 100% customer staisfaction, there is still a problem that leaves or reduce customer satisfaction. There was a problem that is difficult to solve that customer satisfaction, the delays in the hand out a vehicle customer relations important to keep PT Astra International relations dso bogor pajajaran with the their customer and restore confidence customer against BPPA DSO bogor pajajaran. The research neasure the impact of customer relations with customer satisfaction. *Customer Relations* in measure in theory by ian gordon (2002) thought the media, human resources. Processes and knowledge or understnding. Customer satisfaction this is customer satisfaction that is acquired at measuring instrument with the theory by kotler and tjiptono (2006) namely, its dimensions a system of complaint and suggestions, customer satisfactions survey, ghost shopping and lost customer analisis. This research uses the quatiative by spreading the questionnaire to custpmer BPPA PT Astra International DSO Bogor pajajaran the data analisis is the customer relations with customer satisfactions BPPA PT Astra International DSO Bogor Pajajaran with r square 0,835.

Keywords: *Customer Relations, Customer Satisfaction*