

ABSTRACT

For a company to create increase performance consistently need a courage and effort to create superior value among the customers continuously. To maximize the performance's company in the long term, a company have to build and increase the relationship with its customers. Customer service quality is one of the main or important thing in a company, especially in the service company. Because with a good and high quality of service, a customer will feel very satisfied and they will loyal in the company (customer retention).

This study examines the factors that effecting customer satisfaction on CV. Kaka Trans, that are service quality, perception of value, company reputation. In this study developed a theoretical model with the proposed three hypotheses to be tested using SPSS. Respondents used in this study is the customer of CV. Kaka Trans of 120 respondents.

Results from SPSS indices that the questionnaire are valid and reliable, also have normal data distribution, not have a multicolinearity, and heteroscedasticity. From the testing of hypotheses show that the hypothesis is accepted, these mean that service quality, perception of value and company reputation have positive effect toward customer satisfaction on CV. Kaka Trans.

Keywords: *Customer satisfaction, service quality, perception of value, company reputation.*