ABSTRACT

The research was motivated by business rivalry is increasingly fierce services especially futsal field services business in the region of Semarang. Many qualities of each's futsal field to make choices for consumers. This also resulted in decrease the percentage of daily users futsal field at KNIGHT Futsal Center. The problem of this study is a "what are the factors that can increase the number of daily users in the field futsal Futsal Center KNIGHT". The purpose of this study was to determine whether core service quality, peripherals service quality, and services of interest referencing effect on customer satisfaction in futsal field services company in the KNIGHT.

Data were collected through a questionnaire of 100 respondents or service users futsal field at the Knight Center Futsal obtained using non-probability sampling technique. The analysis is carried out multiple regression analysis, as for the stage's of the test is test validity, test reliability, test classic assumptions, multiple regression analysis, hypothesis testing through the (F) test and (t) test, and coefficient of determination.

From the regression analysis between core service quality (X_1) and peripherals service quality (X_2) to the satisfaction of consumer (Y_1). Regression coefficient of the core quality (X_1) indicates that if core service quality (X_1) the better quality, then customer satisfaction will increase while the quality of the regression coefficient peripherals service quality (X_2) indicates that if the better quality peripherals service quality, then customer satisfaction will is increasing. Regression analysis between core service quality (X_1), peripherals service quality (X_2), and consumer satisfaction (Y_1), referring to the interest of service (Y_2). Most impact on interest referencing services (Y_2) is the variable core service quality (X_1) , followed by the variable peripherals service quality (X_2) and consumer satisfaction. Futsal Center KNIGHT company needs to retain elements that have been assessed either by service users futsal field and need to fix thing's that are lacking.

Keywords: Core Service Quality, Peripherals Service Quality, Consumer Satisfaction, and Interest in Reference Services.