ABSTRACT

The purpose of this research is to test the influences of product advantage and post service quality on customer satisfaction. Using these variables, the usage of these variables are able to solve the arising problem within Bukit Semarang Baru.

The samples size of this research is 100 customers Bukit Semarang Baru. Using the Statistical Process Social Science (SPSS). The results show that the product advantage and post service quality to increase customer satisfaction.

The effect of product advantage on customer satisfaction are 0,370; and The effect post service quality on customer satisfaction are 0,304.

Keywords: product advantage, post service quality, and customer satisfaction.

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