



# JURNAL PENELITIAN SOSIAL ILMU KOMUNIKASI

1. HUBUNGAN KUALITAS PELAYANAN KELUHAN DENGAN KEPUASAN PELANGGAN Oktha Fanny, Muslim, Mariana R.A. Siregar	1
2. REPRESENTASI GAY DALAM FILM MOONLIGHT Elisa Gunawati, Feri Ferdinand Alamsyah, Roni Jayawinangun	15
3. ANALISIS STRATEGI KOMUNIKASI DINAS SOSIAL KOTA BOGOR DALAM MENANGGULANGI ANAK JALANAN DI KOTA BOGOR Arie Ardiwijaya, Wiranta Yudha Giating, Layung Paramesti Martha	27
4. MENGUAK REALITAS PRAKTIK SEDEKAH BUMI DI DESA CIASMARA KECAMATAN PAMIJAHAN KABUPATEN BOGOR R. Atang Supriatna, Yogiprasta Adi Nugraha	43
5. RELATIONSHIP BETWEEN CONSUMER PERCEPTION IN BOGOR CITY AND BOGOR SPECIAL PURCHASE DECISION MAKING Novitasari, Diana Amaliasari, Dwi Rini Sopia Firdaus	60
6. PENGARUH GAYA BAHASA PENYIAR TERHADAP RATING RADIO SINAR MEGA SWARA FM (SMS) Aptian Sependi, Dwi Rini Sopia Firdaus, Intan Tri Kusumaningtias	75
7. ANALISIS KUALITAS PENINGKATAN PELAYANAN MELALUI APLIKASI MOBILE JELAJAH KEBUN RAYA BOGOR Ayang Risma Yulianita, Tiara Puspanidra, Ratih Siti Aminah	86

PROGRAM STUDI ILMU KOMUNIKASI  
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## HUBUNGAN KUALITAS PELAYANAN KELUHAN DENGAN KEPUASAN PELANGGAN

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### Abstract

*This study aims to identify the relationship between service quality complaints with customer satisfaction in the Bogor branch Transvision, to identify customer characteristics, and identify the relationship between variable customer characteristics with customer satisfaction in the Bogor branch Transvision.*

*This research was conducted at Transvision Bogor branch in March 2017. Samples taken were 76 customers. The sampling technique is using probability sampling. Data sources used include primary data such as questionnaires, interviews, and observations, and secondary data, such as books, official sites related to research. Data analysis techniques used descriptive statistical analysis and non-parametric statistical analysis. Correlation test using the Chi-Square formula and Spearman Rank with validity test using the Pearson product moment formula. Analysis X1 regarding customer characteristics, variable X2 regarding the quality of Customer Relationship Management services, and the last variable Y1 is customer satisfaction in Bogor branch Transvision. The results of the correlation between customer characteristics X1 and customer satisfaction Y1 at Transvision Bogor branch get a low correlation value, which means that there is no relationship between the two variables X1 and Y1. While the value of the correlation between the quality of service X2 with the number of customers in Transvision Bogor branch Y1 get a high correlation value means that there is a relationship between the two variables X2 with Y1.*

**Keywords:** *Service Quality, Service Satisfaction, Transvision*