

**ANALISIS *HANDLING CLAIMS* DAN *CUSTOMER SATISFACTION*
TERHADAP *REPURCHASE INTENTION* PADA PT DATASCRIP
*SERVICE CENTER BANDUNG***

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ABSTRAK

Persaingan yang ketat mengharuskan setiap perusahaan untuk terus memuaskan para pelanggannya termasuk juga dalam penanganan keluhan atau *Handling Claims*. PT.Datascrip harus bisa menangani keluhan atau *Handling Claims* yang efektif sehingga menghasilkan *Customer Satisfaction* agar dapat menciptakan minat beli kembali pelanggan atau disebut *Repurchase Intention*.

Desain penelitian yang digunakan dalam penelitian ini adalah penelitian deskriptif verifikatif dengan alat analisis kualitatif serta menggunakan uji hipotesis analisis regresi linier berganda, untuk melihat kontribusi setiap variabel bebas secara parsial digunakan uji t dan secara simultan untuk menguji hipotesis digunakan uji F.

Hasil penelitian diperoleh Hasil uji secara simultan dengan menggunakan uji F terdapat pengaruh *Handling Claims* (X1) dan *Customer Satisfaction* (X2) terhadap *Repurchase Intention*(Y) karena nilai Fhitung (140,613) > Ftabel. (2,36). Hasil pengujian hipotesis secara parsial dengan uji t terhadap *Handling Claims* (X1) pengaruh terhadap *Repurchase Intention*(Y) (sig=0,000) dan *Customer Satisfaction* (X2) tidak berpengaruh terhadap *Repurchase Intention* (Y) (sig=0,950) pada kasus PT.DATASCRIP

Kata kunci: *Handling Claims, Customer Satisfaction, Repurchase Intention*

*ANALYSIS OF HANDLING CLAIMS AND CUSTOMER SATISFACTION
ON REPURCHASE INTENTION IN PT DATASCRIP SERVICE CENTER
BANDUNG*

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ABSTRACT

Tight competition requires every company to continue to satisfy its customers, including handling complaints or Handling Claims. PT.Datascrip must be able to handle complaints or Handling Claims that are effective so as to produce Customer Satisfaction in order to create consumer repurchase interest or called Repurchase Intention.

The research design used in this study is descriptive verification research with qualitative analysis tools and using hypothesis testing multiple linear regression analysis, to see the contribution of each independent variable partially used t test and simultaneously to test the hypothesis used the F test.

The results of the study obtained simultaneous test results using the F test there are effects of Handling Claims (X1) and Customer Satisfaction (X2) on Repurchase Intention (Y) because of the value of Fcount (140,613) > Ftable. (2.36). The results of partial hypothesis testing with t test on Handling Claims (X1) influence on Repurchase Intention (Y) (sig = 0,000) and Customer Satisfaction (X2) did not affect Repurchase Intention (Y) (sig = 0.950) in the case of PT.DATASCRIP.

Keywords: Handling Claims, Customer Satisfaction, Repurchase Intention