

ABSTRACT

When we discuss about the world economy, it won't be detached from the trading activities. Trading activities is always growing, not only inside the country but has expanded and evolved into the interstate relations between countries. Export and import is an activity that supports the trading activities between countries. Freight forwarding business is developing rapidly in Indonesia, particularly in the city of Semarang. Companies must be able to determine appropriate marketing strategies, so that it can survive and win the competition. To be able to continue to survive, companies must be able to find out what is needed or expected by consumers. A lot of factors into consideration consumers before using such services.

This research aims to discover and analyse the influence of reliability, responsiveness, and guarantees into customer satisfaction of the service users PT. Apex Semarang. Complaints submitted by customers like roll over, delays in delivery, invoicing, document delivery delays, expensive price for some specific purpose, and allowances payments credit, can be fatal to the continuation of cooperation between the customer with the company if not taken seriously. This is the essence of the issues raised in this study.

This research data collected from 71 customers PT. Apex Semarang who had used the services of the company at least twice. The question is given by the use of questionnaires are personal (Personality Quesitionnaires). Then analyzed by using an index value and regression that is run with the program SPSS 17.

Results of the analysis show that the third variable (reliability, responsiveness, and assurance) has a positive and significant effect to customer satisfaction.

Keywords: Reliability, Responsiveness, Assurance, Customer Satisfaction.