ABSTRACT

The purpose of this research is to test the influences of perceive benefit and customer relationship toward customer satisfaction. The usage of these variables is able to solve the arising problem within Madrasah Aliyah Al Falah. The problems in this research are the number of student fluctuations and the complaint of the students, that indicate the low of satisfaction, and it brings down the potential candidate to join the school. That's why Madrasah Aliyah Al Falah need to pay attention on student fluctuations and complaints through increasing the benefits and creating a strong customer relationship in order to satisfy the customer and able to increase the willingness to study at Madrasah Aliyah Al Falah.

The samples of this research consisted of a 85 customer's onMadrasah Al Falah. The analysis technique used here is multiple regression with the least square difference and hypothesis test using t-statistic to examine partial regression coefficient and f-statistic to examine the mean of mutual effect with level of significance 5%. In addition, classical assumption is also performed including normality test, multicolinearity test, and heteroscedasticity test. The result of the analysis showed that perceive benefit and customer relationship contributes an positive influence, which is significant to customer satisfaction.

The empirical result indicate that to increase customer satisfaction of Madrasah Al Falah, management need to pay attention on factors like perceive benefit and customer relationship, because that is the factors that effect high or low level of customer satisfaction. From the measurement, perceive benefit and customer relationship had significance effect toward customer satisfaction. The background of this reseach are the fluctuation of students and complaint from the students that indicate unsatisfied. That's why Madrasah Aliyah AL Falah need to pay attention on the fluctuation and complaints of students by increasing customer relationship and creating benefits so that the students become satisfy with the service of Al Falah.

Key Words : perceive benefit, customer relationship, and customer satisfaction