

ABSTRACT

Customer satisfaction is the one of the successful keys of the company to manage their existence in the market whereas the competition growing tight. By concentrating to this aspect, the company will motivate to the customer's satisfaction and provide their service to a potential customer, finally it will increase profit's company. Sadewa Farm focusing on their animal husbandry's business in Central Java and DIY. Therefore, it is very important to know the customer's review about the service that we have already offered. This research identify the customer from their view and analyze any correlation significance among the service quality, customer satisfaction and customer loyalty.

The sample of this research are customers of Sadewa Farm in the Central Java and DIY, all of sample collected by the survey method. By using this Regresion Analisis and Importance Performance Analisis, it shows that the service quality and perceived price fairness influence on customer satisfaction.

From this empirical data indicate that service quality and perceived price fairness significance to the customer satisfaction with value of regressi equal to 0.610 and service quality significance to the customer satisfaction value of regressi equal to 0.076.

Keywords : Service quality, perceived price fairness, customers satisfaction