

# ASSESSMENT OF CUSTOMER SATISFACTION OF SAMSUNG

THESIS

Submitted as Partial Fulfillment of the Requirement  
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Magister of Management



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2015

TESIS BERJUDUL  
**ASSESSMENT OF CUSTOMER SATISFACTION OF SAMSUNG**

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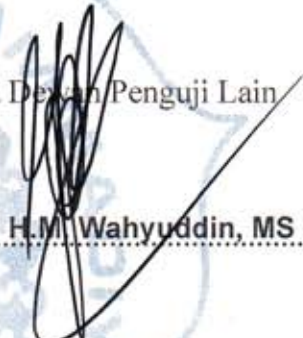
  
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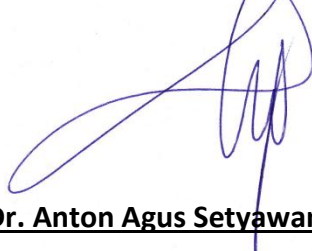
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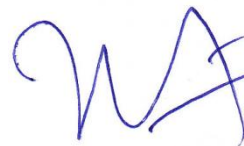
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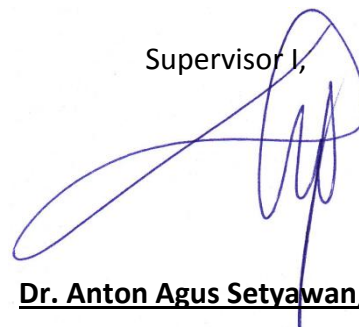
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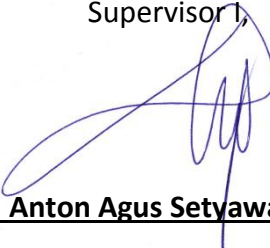
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## **MOTTO**

“Be happy with what you have while working for what you want”  
(by Helen Keller)

“I’m not here to be average I’m here to be awesome”  
(by Anonim)

“Difficulties are temporary, as they are previously ever happened”  
(by the writer)



## **DEDICATION**

Each of the ideas contained in this paper sheets are part of Allah Subhanahu Wa Ta'ala guidance to the author and to the lord of the Prophet Muhammad Shallallahu Alaihi Wasallam. The writer dedicate this paper to:

1. Beloved father and mother as well as my extended family, thank you for your compassion and sacrifice.
2. Friends who have always encourage me, so the writer can complete the study so far.
3. People who will read this paper.

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*Assalamualaikum Warahmatullahi Wabarakatuh*

*Alhamdulillahirrabilalamin*, Praise be to Allah Subhanahu Wa Ta'ala, the Lord of Universe, for blessing and guiding the research paper as a partial fulfillment of the requirement for getting Master of Management Graduate Program Magister Management, Muhammadiyah University of Surakarta.

The researcher is fully aware that people's help and guidance. Therefore, in this opportunity, she would like to express her gratitude and appreciation to:

1. Prof. Dr. Khudzaifah Dimiyati, SH, M. Hum, as the Director of the Graduate Program of University of Muhammadiyah Surakarta.
2. Dr. Anton Agus Setyawan, M.Si as a supervisor had of Magister Management and also as a lecturer Graduate University of Muhammadiyah Surakarta who has provided guidance and input with full sincerity to spend time in charting the preparation of this thesis.
3. Drs. Ahmad Mardalis, MBA, my second supervisor as well as a lecturer and Graduate University of Muhammadiyah Surakarta which has provided knowledge, guidance and feedback to me in the preparation of this thesis.

4. To all leaders and employees of the Graduate library and the central library of University Muhammadiyah of Surakarta who helped provide the opportunity and preparation of the references in this thesis.
5. A big thank you I do not forget to give to my beloved parents who have provided support, prayers, and give motivation to complete this study.
6. For my friends who give me support and encouragement to complete this thesis, thank you very much.
7. Of course in introductory sheet is not enough this time I mention one by one, but for services and help all those I say thank you.

The writer realizes that this research paper is far from being perfect because of her limited capability. Thus, revision, suggestion, and criticism are welcomed for the perfection of this work. The writer wishes this research paper would be useful and helpful to readers.

*Wasalamualaikum Warahmatullahi Wabarakatuh*

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## ABSTRACT

### ASSESSMENT OF CUSTOMER SATISFACTION OF SAMSUNG

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The purpose of this study is to determine the customer satisfaction of using Samsung mobile phone. This research is quantitative, by taking samples of Samsung user especially of Samsung mobile phone. The study population is the entire subject of research is carried out by taking location in around of University Muhammadiyah of Surakarta, Semarang, Wonogiri and Surakarta. The technique of collecting data by using questionnaires. The data analysis technique is used Chi - Square test. The results are obtained showed that: There is difference perception between customer satisfaction to perceived usefulness.

Keywords: *Customer Satisfaction.*

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