

**Complaint Handling And Service Quality as a Strategy In Improving Customers
Satisfaction (A Case Study on Customer of PT. Angkasa Pura II Minangkabau
International Airport)**

THESIS

*Thesis Is Submitted as Partial of The Requirement For a Bachelor Degree In Management
Department – Faculty Of Economics*



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COMPLAINT HANDLING AND SERVICE QUALITY AS A STRATEGY IN IMPROVING CUSTOMER SATISFACTION (A CASE STUDY ON CUSTOMER OF PT ANGKASA PURA II MINANGKABAU INTERNATIONAL AIRPORT)



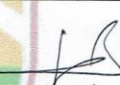
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ABSTRACT

The research has the purpose to analyze the role of complaint handling and service quality to improve customer satisfaction for customer of PT Angkasa Pura II Minangkabau International Airport. The data obtained through questionnaire, and sample were drawn from 120 respondents. The data analyzed by using SmartPLS 3.2.7. In this research there are two variables, those are complaint handling and service quality as independent variable and the dependent variable which is customer satisfaction. The finding indicated that complaint handling has a significant effect on customer satisfaction, and service quality does not have a significant effect on customer satisfaction.

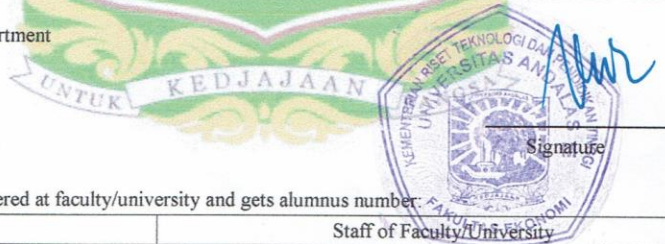
Keywords: complaint handling, service quality, customer satisfaction.

This thesis already examined and passed on April, 11th 2019. This abstract already approved by supervisor and examiners:

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