

**FACTORS AFFECTING CUSTOMER SATISFACTION IN
PURCHASE DECISION: A CASE STUDY OF TRAIN GENSET
500 KVA IN PT. XYZ**

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

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The main purpose of this research paper is to study significance of some factors (quality, price, distinctiveness, availability and service) in customer satisfaction in purchase decision of train genset 500 kva in PT. XYZ. The factors based on theory of buyer behaviour by Howard and Sheth (1969) as inputs that can be influenced of a company in purchase decisions process.

The study is based on quantitative data of 120 respondents of PT. XYZ employees as user of train Genset capacity 500 kva in PT. XYZ from total 170 employees.

The Conclusion that service is the most influences factor on customer satisfaction in purchase decision followed by quality, distinctiveness, availability and price.

The implication of this research, that PT. XYZ should consider which factor will be the priority to choose and buy the genset 500 KVA to provide higher satisfaction by user who used this product daily.

Keywords: Consumer Behaviour, Purchase Decision, Customer satisfaction.



DEDICATION

I dedicate this works for the future of the Indonesian Public Transportation especially
for Indonesian Railway



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