ABSTRACT

Complaints on service Service Encounter a driving researchers to explore more deeply how the service handling the Service Encounter of Groupon Disdus. This study aimed to analyze the influence of the variable Service Encounter on Customer Satisfaction and Behavioral Intention affect. The number of samples used in this study of 100 respondents who have ever felt the service Service Encounter at Groupon Disdus especially Jakarta. The method used in this research is associative with the analytical tools employed is Path Analysis in SPSS Statistics 17.0. The results indicate that the first hypothesis is acceptable, service encounter affects customer satisfaction, but the second hypothesis is rejected, it does not affect the customer satisfaction behavioral intentions (behavioral intention), while the third hypothesis received, satisfaction affects behavioral intentions (behavioral intention) on PT Lamuda Tenka (Groupon Disdus).

Keywords: Service Encounter, Customer Satisfaction, Behavioral Intention