Abstract

Objectives: Nowadays, the competition to get customers is becoming more and more fierce everyday. Thus the importance of having loyal customer is extremely high. Loyal customers mean satisfied customers, and thus by replicating the original journal made by Rhonda L Hensley and Joanne Sulek. The author want to see and prove the relationship of customer satisfaction with waits in multi-stage services, on how waiting affect the satisfaction of the customer with the service itself and what we can do about it. Beside that the author also wants to test the generalization of the journal as if it can be applied outside US, in this case, Indonesia.

Method: The waits which we analyzed are divided into three basic types, which are the service-entry waits, in-service waits, and service-exit waits. This research is going to study the connectivity between those three basic waiting types with customer satisfaction. Four measure of customer’s perception for satisfaction is measured, this include the total satisfaction of the customer, willingness to bring friends, willingness to recommend to friends, and repatronage intentions. Multiple regression analysis, which calculated using SPSS software, is used to identify the extend to which satisfaction with each waits affected the four customer perceptions of service quality

Results: Among the three waiting time we studied, the service-entry waits is the most affecting factor of customer satisfaction in waits, followed by the in-service waits. The service-exit waits did not really affecting but it can’t be ignored as its still a part of the waiting satisfaction that affects customer perception.

Conclusion: The analysis shows that there is a close relationship between the waiting times and customer satisfaction. The lesser the waiting time are, the more satisfied the customer is. Beside that, the author also found out that the method used by the journal made by Rhonda L Hensley and Joanne Sulek is applicable in Indonesia

Key words: Customer, Satisfaction, Waiting time, Multi-stage services
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