

**ANALYSIS OF INFLUENCE FACTOR OF TECHNOLOGY, SERVICE QUALITY, AND  
CUSTOMER FOCUS ON CUSTOMER SATISFACTION  
(Study on Buyer Products of Bandeng Juwana Elrina Semarang)**

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**ABSTRACT**

*This study aims to determine the influence of factor of technology, service quality, and customer focus of the customer satisfaction on the Bandeng Juwana Elrina Group Semarang. And this research also aims to analyze the most dominant factors that influence on customer satisfaction on the Bandeng Juwana Elrina Group Semarang. The population used in this study is consumers who ever or frequently come on the Bandeng Juwana Elrina Group Semarang. The sample in this study are 80 respondents and the techniques used are non-probability sampling technique with the approach of accidental sampling (sampling based on chance). From the analysis result, the indicators in this study are valid and valid variables. And the most dominant factor that influence on customer satisfaction are factor of technology variables, then the service quality variable, and the last is the customer focus variable. The dependent variables in this study are good enough in explaining the independent variable (customer satisfaction). Writer's advice is Bandeng Juwana Elrina Group Semarang need to preserve the good things that have been assessed by consumers and repair the things that not good enough in consumers sight.*

**Key Words:** *factor of technology, service quality, customer focus, customer satisfaction*

**ABSTRAK**

Penelitian ini bertujuan untuk mengetahui pengaruh faktor teknologi, kualitas layanan, dan fokus pelanggan terhadap kepuasan pelanggan di Grup Bandeng Juwana Elrina Semarang. Penelitian ini juga bertujuan untuk menganalisis faktor paling dominan yang mempengaruhi terhadap kepuasan pelanggan pada Grup Bandeng Juwana Elrina Semarang. Populasi yang digunakan dalam penelitian ini adalah konsumen yang pernah atau sering datang di Grup Bandeng Juwana Elrina Semarang. Sampel dalam penelitian ini adalah 80 responden dan teknik yang digunakan adalah *non-probability sampling* dengan pendekatan teknik *accidental sampling* (sampling berdasarkan kebetulan). Dari hasil analisis, indikator-indikator dalam penelitian ini adalah variabel yang valid dan sah. Dan faktor yang paling dominan yang mempengaruhi kepuasan pelanggan adalah faktor variabel teknologi, variabel kualitas layanan), dan terakhir adalah variabel fokus pelanggan. Variabel tergantung dalam penelitian ini cukup baik dalam menjelaskan variabel bebas (kepuasan pelanggan). Saran penulis adalah Bandeng Juwana Elrina Semarang Grup harus mempertahankan hal-hal baik yang telah dinilai oleh konsumen dan memperbaiki hal-hal yang tidak cukup baik di mata konsumen.

**KataKunci:** faktor teknologi, kualitas layanan, fokus pelanggan, kepuasan pelanggan

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## INTRODUCTION

Changes in the business world that increasingly requires companies to respond quickly changes. Where one example of these changes is in terms of technological and lifestyle changes, where this is not free from the influence of globalization that is now happening. Rapid progress is happening now, both in technology, trade liberalization, and other factors led to globalization. In this era of globalization, the number of brands and products that compete in the market is becoming so much that consumers have various options and alternative products and services that can meet their needs and are eligible to vote according to which consumers prefer.

The central problem facing companies today is how these companies attract and retain customers for the company to survive and thrive,

these goals will be achieved if the company doing the marketing process. Marketing is a social and managerial process by which a person or group acquire what they need and want through creating and exchanging products and value (Kotler, 1999). Marketing is one of the main activities undertaken by the company to maintain its existence, but in this modern marketing such as marketing principles has shifted, not only creates a transaction to achieve marketing success but the company also had a relationship with the customer in the long term. Principles is called relationship marketing is the rationale in this marketing practice is, fostering a closer relationship by creating twoway communication with managing a mutually beneficial relationship between the customer and the firm (Chan S, 2003).

**Table 1.** Total Producer of Milkfish Softbone Products in the city of Semarang

No.	Business Name	Year				
		2006	2007	2008	2009	2010
1.	Bandeng Cabut Duri Dynasty	1	1	1	1	1
2.	Bandeng Presto	1	2	2	2	2
3.	Bandeng Bonafide	1	3	3	3	3
4.	Bandeng Djoe	1	1	1	1	1
5.	Bandeng Lumba-lumba	1	1	1	1	1
6.	Bandeng Supra	1	1	1	1	1
7.	Bandeng Arwana	1	1	1	1	1
8.	Bandeng Exotic	1	1	1	1	1
9.	Bandeng 33	1	1	1	1	1
10.	Bandeng Gurih	1	1	1	1	1
11.	Bandeng Prima	1	1	1	1	1
12.	Bandeng Superior	1	1	1	1	1
13.	Bandeng O'Mas Cabut Duri	1	1	1	1	1
14.	Bandeng Juwana	1	1	1	1	1
	Jumlah	14	17	17	17	17

Source: Company Data, 2010

Conditions of fierce competition makes consumers extremely vulnerable to change, so that each company is expected to follow the changing desires of consumers on an ongoing basis. So there is a change of mind, including in marketing whereby marketing initially oriented transactions (transactional marketing) turned into a vision of relationship marketing (relationship marketing). Where previously marketers just chasing sales targets, but now more on attracting customers and maintaining relationships with customers (Kotler, 1994 in Hassan, 2006).

Advances in technology will certainly facilitate the service process. Technology-based services is one of them is the use of computers for the payment, the use of electronic media in order of payment transactions by credit card, and facilities for social networking (online) as a media campaign that cheap and fast. Companies increasingly are required to improve service to consumers by providing facilities so as not to compete with rivals. With this facility, consumers certainly will be more easy in the transaction and will improve customer satisfaction. Technological factors have a positive influence on customer satisfaction, because of technology was one factor supporting the satisfaction felt by the customer (Andreani, 2007).

Quality of service has a positive influence on customer satisfaction (Cronin and Taylor, in Prabowo 2002). The positive impact of good service will improve customer satisfaction and loyalty and the desire to buy back (re-buying), which then will optimize benefits, this course will increase the income received other than a sense of satisfaction because of the investment and resources can be utilized as efficiently as and effectively as possible, it is this which must be considered firm today. Here, customer focus have a positive influence on customer satisfaction (Rima Nurhayati Utami, 2005). Where the factors which influence the customer satisfaction is customer focus, because here the customer is a major concern. Because no denying that consumers who feel cared for properly will provide a positive response to what he received and felt.

### **Research Problem**

1. What is the effect of technological factors on customer satisfaction?
2. What is the impact of service quality to customer satisfaction?
3. What is the effect of customer focus to customer satisfaction?

### **Research Objectives**

1. To analyze the effect of technology factors to customer satisfaction.
2. To analyze the impact of service quality to customer satisfaction.
3. To analyze the effect of customer focus to customer satisfaction.

## **LITERATURE REVIEW**

### **Definition of Customer Satisfaction**

Satisfaction is the level of one's feelings after comparing the performance or results which he felt compared to his expectations (Kotler, 2005). While the customer is the general public who need products and services that have the potential and make a purchase (Yoeti, 1999). It means that customer satisfaction is the difference between the expected consumer (expected value) with a given company's situation in trying to meet consumer expectations. Some indicators of consumer satisfaction (Andreassen, 1998), among others:

- a. Overall Satisfaction, namely consumers' overall satisfaction after consuming the product.
- b. Expectation Satisfaction, which hopes to obtain customer satisfaction after consuming the product.
- c. Experience Satisfaction, namely the level of satisfaction experienced by customers during product consumption.

### **Factor of Technology**

Factor of technology is the competence of the company in exploiting all the potential technologies that are owned in order to respond to and meet business demands and realize innovation. Technology is one defining characteristic of human nature that is part of the history covers the entire history. Research related to factor of technology ever conducted by Dwi Judhi (2003) and Rima Nurhayati Utami (2005), which proves that the technology factor has a positive and significant impact on customer satisfaction. Other research has also carried out by Andreani (2007), which states that factor of

technology have a positive influence on customer satisfaction, because of technology was one factor supporting the satisfaction felt by the customer. Therefore, it can be identified that the higher the factor of technology, the more influence customer satisfaction in consuming a product.

Based on the above description, it can be hypothesized as follows:

H1: Factor of technology has a positive influence on customer satisfaction in Bandeng Juwana.

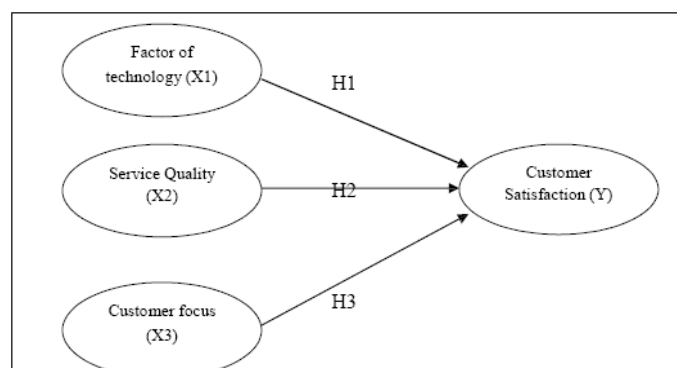
### Service Quality

The definition quality is the suitability of use, suitability to the needs, free of distortion and so on (Kotler, 1994). service quality is defined as the overall consumer perception of both advantages and weaknesses of the organization and its services (Taylor and Baker, 1994 in Edy, 2006). Definition of service quality as a comparison of customer expectations with perceptions of the real service (Parasuraman, 1993 in Edy, 2006). Research related to service quality ever undertaken by L. C. A.

Robin Jonathan (2005) and Fransisca Mulyono, Theresa G, and Agus G, (2007) who proved that service quality has a positive and significant impact on customer satisfaction. Other research has also carried out by Hasan (2006), which states that the quality of services consist of direct evidence (tangibles), reliability (reliability), responsiveness (responsiveness), concern (emphaty), and guarantees (performance) has a positive influence to customer satisfaction.

### Conceptual Framework

Concept developed in this study as follows:



Source: Developed for this research (2011)

Therefore, it can be identified that the higher quality of service, the more influence customer satisfaction in consuming a product. Based on the above description, it can be hypothesized as follows:

H2: The service quality (X2) has a positive influence on customer satisfaction (Y) in Bandeng Juwana.

### Customer Focus

Understanding the customer is the general public who need products and services that have the potential and make a purchase (Yoeti, 1999). While the focus of its own customers have an understanding of a company has a big attention to customers and continuously add value through a special offer (Sheth et al, 2000 and Vandermerwe, 2004).

Research related to customer focus have been done by Rima Nurhayati Utami (2005) and Desembo Bayu Segoro, (2006), which proves that customer focus has a positive and significant impact on customer satisfaction. Where the factors which influence the customer satisfaction is customer focus, because here the customer is a major concern.

Based on the above description, it can be hypothesized as follows:

H3: Customer focus (X3) has a positive influence on customer satisfaction (Y) in Bandeng Juwana.

### Operational Definitions and Indicators

Several variables that affect customer satisfaction in companies Bandeng Juwana Semarang include:

#### 1. Factor of technology

It is the company's competency in using technology owned all the potential to respond to and meet business demands and realize innovation.

#### 2. Quality of service

It is a consumer mindset towards what is expected from manufacturers in meeting the needs and desires of consumers.

#### 3. Customer Focus

It is a big attention to customers and continuously add value through a special offer in the form of products and services that priority customer.

## RESEARCH METHOD

### Population and Sample

In this study population in question is all the buyers of Milkfish Softbone Juwana Software. The population in this study the amount is not known with certainty and large. To determine the sample taken using a non-probability sampling and sample retrieval method using accidental sampling. The number of samples of 80 respondents.

### Data Required

In this study, primary data obtained from interviews with company owners and also the results of filling the questionnaire by the consumers who come to buy and consume products in Bandeng Juwana. The aim is to know the influence of technology, service quality, and customer focus to customer satisfaction to buy and consume products in Bandeng Juwana. Data required:

1. Respondent Identity
2. Effect of technological factors on customer satisfaction
3. Effect of service quality to customer satisfaction
4. Effect of customer focus to customer satisfaction

#### 5. Customer satisfaction

### Method of Data Collecting

In this research, data collection methods used include:

#### a. Questionnaire

It is a method of data collection is done by providing a set of written questions to the respondents who purchase products Milkfish Softbone Juwana by filling out and following the existing guidance on the questionnaire. The procedures in this data collection method, namely: distribute the questionnaire, then were asked to fill out questionnaires on the answer sheet that has been provided, then questionnaires were collected, sorted, processed, and analyzed.

#### b. Interview

Is the data collection process by conducting question and answer and said, face to face between questioner and respondent who become buyers in Bandeng Juwana and the accomplishment of his pen with the object of study in order to obtain the necessary data and support the completeness of the data, the data collection process was conducted by the author in Bandeng Juwana.

#### c. Observation

It is the process of collecting data by direct observation in the object of research. This is done to support the results of questionnaires and interviews.

## RESULTS AND DISCUSSION

### Company Overview

Bandeng Juwana Elrina company is one company engaged in fish processing soft spines that become one by-the typical city of Semarang. It is a fact that the development of Bandeng Juwana which is located at Jalan Pandanaran 57, Semarang, Indonesia, could not be separated from efforts tirelessly pioneered by Dr. Daniel Nugroho Setiabudhi and his wife, as owner of the company. In 1975, opened a side business to make ends meet. In 1978, look for business opportunities are good and which do not require much capital. Because such wishes Holland Bakery, a bakery business wants. In 1980, an idea to make milk soft thorns. After a trial for 3 months, finally succeeded in late December 1980. In 1981, started selling milk in front of the house as much as 5

(five) tail banding alone. During the development of Bandeng Juwana until now has undergone many changes, not only in physical changes inside the body but also the development of Bandeng Juwana itself. Like the principles adopted for Bandeng Juwana today, namely:

1. Grow into big love
2. Creativity and quality
3. Mutually beneficial

In addition, developments that clearly visible today is Bandeng Juwana spread its wings into Bandeng Juwana Elrina Group. In which there are, namely:

#### 1. Elrina Restaurant

The inception in 1992, the aim to overcome the difficulties parking lot, then opened a new branch with the name of Bandeng Juwana Elrina Store & Restaurant. Which is located at Jalan Semarang Pandanaran 83. Here not only sell the

processed milkfish softbone products, but also there is a place to eat or restaurant to enjoy the product directly processed milkfish softbone.

#### 2. Dyriana Bakery

In 1986 came the desire for the bakery business. With a loan from Bank Bapindo capital, to buy the machines. Then in 2002 stood Dyriana Bakery which is located not far from the location of Bandeng Juwana. And now it also has branches in Ngaliyan which opened on April 1, 2009. 3. Waroeng Bandeng Juwana Elrina In addition there are also places to eat where visitors can instantly enjoy a variety of processed food products made from milkfish softbone. These eating places are named Waroeng Bandeng Juwana Elrina, contained in Bandeng Juwana floor 2 (two) and in the branch which is located at Jalan Ngaliyan Revelation Utomo A 164 Ngaliyan Semarang.

**Table 2.** Characteristics of Respondents

	Description	M	F	Amount	Percentage
Age	17 – 25 years	16	15	31	38,75
	26 – 35 years	15	10	25	31,25
	36 – 45 years	4	3	7	8,75
	> 45 years	9	8	17	21,25
Job	Civil employee	4	2	6	7,5
	Private Employees	13	15	28	35
	Entrepreneur	9	2	11	13,75
	Students	9	12	21	26,25
	Lainnya	10	4	14	17,5
Monthly Income	< Rp 500.000,00	9	5	14	17,5
	Rp500.001,00 - Rp1000.000,00	7	11	18	22,5
	Rp 1000.001,00 - Rp2000.000,00	8	4	2	15
	> Rp 2000.000,00	20	16	36	45
Education	Junior High School	2	0	2	2,5
	Senior High School	23	19	42	52,5
	Bachelor/D3	4	3	7	8,75
	Academician (S1, S2, S3)	16	13	29	36,25

## Data Analysis

### Validity and Reliability Testing

#### Validity

On the factor of technology variables show the first indicator of 0.672, and 0.700 for the second indicator, then the third indicator of 0.702, while the fourth indicator amounted to 0.629, where r count all of them larger than r table is 0.183. On the service quality variable indicates the first indicator of 0.526, and 0.690 for the second indicator, then the third indicator of 0.716, while the fourth indicator amounted to 0.649, then the fifth indicator of 0.522, where r count all of them larger than r table is 0.183.

On the customer focus variable indicates the first indicator of 0.689, and 0.745 for the second indicator, then the third indicator of 0.741, while the fourth indicator amounted to 0.574, where r count all of them larger than r table is 0.183. On the customer satisfaction variables show the first Regression equation which can be written from these results in the form of standard forms of regression equation is as follows:

$$Y = 0,446 X_1 + 0,538 X_2 + 0,807 X_3$$

Results of multiple regression equations mentioned above give the sense that:

indicator of 0.784, and 0.776 for the second indicator, then the third indicator amounted to 0.833, where count all of them larger than r table is 0.183. From the above data show that all the indicators used to measure the variables used in this study are valid.

#### Reliability

In reliability testing technology factor has a coefficient alpha ( $\alpha$ ) of 0.608, while service quality has a coefficient alpha ( $\alpha$ ) of 0.601, and customer focus have a coefficient alpha ( $\alpha$ ) of 0.628, and customer satisfaction has a coefficient alpha ( $\alpha$ ) of 0.714. Reliability testing results in the table shows that all variables in the study had an alpha coefficient ( $\alpha$ ) is quite large ie > 0.60 so it can be said of all the concept of measuring each variable of the questionnaire is reliable.

#### Linear Regression Analysis

- The coefficient of the variable X1 (technology factor) obtained equal to 0.446 with a positive sign. It shows when the greater technological factors that met the higher level of customer satisfaction.
- The coefficient of X2 variables (service quality) is obtained at 0.538 with a positive sign. It

Table 3. Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	2.495	1.699		1.469	.146		
tot.x1	.428	.093	.446	4.619	.000	.896	1.116
tot.x2	.398	.184	.538	2.161	.034	.135	7.422
tot.x3	.671	.203	.807	3.301	.001	.140	7.156

a. Dependent Variable: tot.y

**Simultaneous Testing (F test)**

Table 4. F test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	68.981	3	22.994	14.536	.000 <sup>a</sup>
	Residual	120.219	76	1.582		
	Total	189.200	79			

a. Predictors: (Constant), tot.x3, tot.x1, tot.x2

b. Dependent Variable: tot.y

shows when the greater quality of service that met the higher level of customer satisfaction.

- c. The coefficient of the variable X3 (customer focus) is obtained at 0.807 with a positive sign. It shows when the greater focus on customers who met the higher level of customer satisfaction.

The test results obtained, calculated F value of 14.536 with a significance of 0.000. By using the 0.05 limit, the significance value less than 0.05. With the direction of positive coefficients, thus found that the hypothesis which states that the factor of technology, quality service and customer focus jointly have a significant impact on customer satisfaction.

**Partial testing (t test)**

The test results for the variable factor regression technology to customer satisfaction shows t value = 4.619 with a significance value of

**The coefficient of determination (R<sup>2</sup>)**

Thus the regression equation can be concluded that customer focus of independent variables (X3) is a variable that has the most impact on customer satisfaction as dependent variable (Y), while the independent variables that have the smallest influence on customer satisfaction dependent variable (Y) is a variable factor technology (X1).

0.000. By using the 0.05 limit, the value of significance was less than 0.05, the hypothesis 1 accepted. Regression test results for the variable quality of service to customer satisfaction shows t value = 2.161 with a significance of 0.034. By using the 0.05 limit, the value of significance was less than 0.05, then the hypothesis 2 accepted. Regression test results for the variable customer focus to customer satisfaction shows t value = 3.301 with significance 0.001. By using the 0.05 limit, the value of significance was less than 0.05, then the hypothesis 3 accepted.

Table 5. Coefficient

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.604 <sup>a</sup>	.565	.540	1.25771

a. Predictors: (Constant), tot.x3, tot.x1, tot.x2

b. Dependent Variable: tot.y



Results of regression calculation can be seen that the coefficient of determination (adjusted  $R^2$ ) obtained at 0.540. This means that 54% of customer satisfaction can be explained by the variable factors of technology, quality service and customer focus, while the rest is (100% - 54% = 46%) can be explained by other variables not examined in this study.

### Interpretation of Results

This section will describe the discussion of the results of the analysis conducted. Can be seen that the independent variables in this study could explain that 54.0% customer satisfaction variables Juwana Milk products can be explained by the variables in this study.

While the rest 46.0% is explained by other variables that are not included and described in this study. The variable factor of technology, service quality, customer focus and fit for use as a model, because it has passed the F test with a significance level of significance of 0.000 which is still tolerable maximum is 5% or 0.05 to compute the value  $f(14.536) > f \text{ table}(2.46)$ . In the t test results indicate that the variable factor of technology and service quality has a positive and significant influence on the dependent variable of customer satisfaction (with sig.  $<0.05$ ). As for customer focus variables have a positive effect but not significant to the dependent variable of customer satisfaction. Of the four independent variables are tested individually the most dominant in influencing customer satisfaction

Bandeng Juwana product is a variable coefficient of 0.807 with a customer focus. The next variable that has a substantial role in influencing customer satisfaction Bandeng Juwana product is a variable quality of service with a coefficient of 0.538. While the technology factor variable with coefficient of 0.446 which has the smallest influence on customer satisfaction. This study provides results that are three hypotheses that have been proposed previously accepted. Based on the results of this research is that the variable factors of technology, quality service and customer focus has positive and significant impact on customer satisfaction Bandeng Juwana product.

## CLOSING

### Research Conclusions

#### 1. Positive Influence Factors of Technology on Customer Satisfaction

H1: Factor of technology (X1) has a positive influence on customer satisfaction (Y) in Bandeng Juwana. It appears that factor of technology have an impact on customer satisfaction in Bandeng Juwana. Regression analysis showed the influence of factor of technology (X1) of 0.446 to customer satisfaction (Y) and t value of 4.619 with a significance level of 0,000. Then it can be concluded that hypothesis 1 (H1) is accepted and indicated that the technology factor has positive and significant impact on customer satisfaction in Bandeng Juwana. In the first indicator variable factor of technology obtained an average score of 67.2 answers, the second indicator of 67.6, the third indicator amounted to 63.8 and 64.2 all four indicators included in the medium category. Evidence obtained by the first hypothesis that the variable factors into consideration consumer technology in achieving customer satisfaction.

#### 2. Positive Effect Service Quality on Customer Satisfaction

H2: The service quality (X2) has a positive influence on customer satisfaction (Y) in Bandeng Juwana.

Based on the research note that service quality has a significant impact on customer satisfaction in Bandeng Juwana. From the data processing with SPSS, the results of regression analysis showed the enormous impact the quality of service (X2) equal to 0.538 to customer satisfaction (Y) and t value of 2.161 with a significance level of 0.034, the hypothesis 2 (H2) is accepted and indicated that service quality has positive and significant impact on customer satisfaction in Bandeng Juwana. In the first indicators of service quality variables obtained an average score of the answers 62, the second indicator of 61.6, the third indicator of 61.2, the fourth indicator 61, and 58.8 fifth indicators included in the medium category. Evidence obtained by the second hypothesis that the variable quality of

service into consideration the consumer in achieving customer satisfaction.

### 3. Positive Effect Customer Focus on Customer Satisfaction

H3: Customer Focus (X3) has a positive influence on customer satisfaction (Y) in Bandeng Juwana.

It appears that customer focus has a strong influence on customer satisfaction in Bandeng Juwana. This is shown in the data processing with SPSS, the results of regression analysis showed the effect of customer focus (X3) of 0.807 to customer satisfaction (Y) and t value of 3.301 with a significance level of 0.001, the hypothesis 3 (H3) were received and indicated that the focus customers have positive and significant impact on customer satisfaction in Bandeng Juwana. In the first indicator of customer focus variables obtained an average score of the answer to 61.6, the second indicator of 61.2, the third indicator amounted to 60.6 and 58.4 all four indicators included in the medium category. Evidence obtained by the third hypothesis that the variable focus customer consumer consideration in achieving customer satisfaction.

### Policy Advice

Based on the research and analysis has been done, then some of the suggestions are expected to be used as consideration for the company Bandeng Juwana Elrina Group, as the producer of milkfish soft spikes are as follows:

- a. Based on the analysis conducted, the majority of customers responding to customer focus that there is now good and responsive in responding to consumer desires, but it still must be considered and improved, in order to increase the sense of satisfaction for the consumer. Also encouraged for holidays or during holidays, focus on customers should be increased from the days usually, like with a more responsive and responsive to consumers. In addition, an online network that has been held at this time should be more utilized, so that more of other consumers who feel the ease of good info and other things given. And indirectly can be one effective promotional

tool, by showing the advantages possessed. From the first indicator to the fourth criterion are moderate.

- b. Based on the analysis conducted, the majority of customers responding to the existing service quality is good and good, but it's good it must be improved, at least maintain it. Besides, it is no less a concern of consumers is the friendliness of the employees who serve should be increased, especially during holidays or days off, because it precisely disituasi consumers more in need of more attention such as for example by giving a smile to the consumer. Another suggestion is to the satisfaction of consumer taste in a restaurant that already exist today should be more attention and enhanced to fit the desires of consumers and have the courage to create new menus are certainly no less interesting and tasty than what's available now. From first to fifth indicator criterion are moderate.
- c. Based on the analysis conducted, the technology factor is already good and adequate, as with the ease of the transaction because it already uses computer technology as well as receive the payment on electronic transactions such as credit card payments, this would impact the effectiveness and efficiency. In addition, the use of separate elevators provide convenience to consumers. The majority of consumers respond well to it. But the achievement that already exist should be maintained and further improved. As with to-date (up-to-date), it order to follow the needs of consumers, and attract consumers to be able to come again. From the first indicator to the fourth criterion are moderate.

### Research Limitations

In this research, there are still some limitations. Limitations of this study that this research only focuses on technological factors, service quality and customer focus. These variables affect only 54% of the dependent variable is customer satisfaction. And the rest 46% influenced by other variables in addition to technological factors, service quality and customer focus. In future studies, it is expected to be improved in view of the limitations in this study

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