

**THE LEVEL OF CUSTOMERS' SATISFACTION TOWARD
THE G-WALK CITRALAND PALEMBANG**



**This final report is written to fulfil the requirement of graduation at English
Department**

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**STATE POLYTECHNIC OF SRIWIJAYA
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THE G-WALK CITRALAND PALEMBANG



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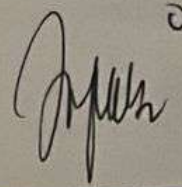
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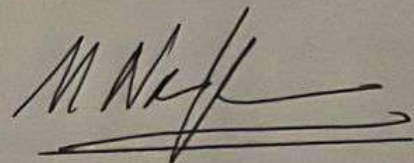
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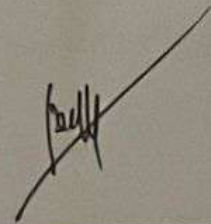
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MOTTO AND DEDICATION

MOTTO

“You only live once”

DEDICATION

This all dedicated to:

My Family

Best Friends

My Future Self

English Department

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ABSTRACT

This study examines the level of customer satisfaction at G-Walk CitraLand Palembang, focusing on 4 factors from Sabarguna (2014) service quality, price, facilities, and comfort aspect. In this final report, the writer used questionnaire and observation. The questionnaire distributed to 200 respondents with 16 questions included 5 services quality, 4 price, 3 facilities, and 4 comfort aspect. The result of the questionnaire also supported by observation checklist. After collecting the data, the responses were calculated using the Likert Score Calculation formula. The result shows that the level of customer satisfaction at G-Walk CitraLand Palembang is very satisfied category.

Keywords: *level, customer satisfaction, G-Walk CitraLand Palembang*

PREFACE

First and foremost, the writer would like to thank to Allah SWT for the blessings of so that the writer enabled finish her final report to fulfill one of the requirements to complete the Diploma III Degree of English Department at State Polytechnic of Sriwijaya. Therefore, the writer also would like to express her gratitude to Prophet Muhammad SAW for the role model that inspired the writer to always be eager to finish this final report.

This final report is about the level of customers' satisfaction toward G-Walk CitraLand Palembang. The writer chose this title because the writer would like to know what is the level of customers' satisfaction in G-Walk CitraLand Palembang

The writer recognizes that some mistakes in this final report due to the writer's limited ability, competence, and knowledge. The writer hopes that readers will provide suggestions and criticisms for this report. Finally, the writer hopes that this final report will benefit students, particularly those in the English department.

Palembang, 12th July 2024

The writer

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