**Abstract**

The paper entitled **Analysis of the Factors that Affect Customer Satisfaction to Increase Sale in Graha Wisata Tour and travel Bandung.** It is written to be submitted to the English Department, Pasundan University of Bandung, to fulfillment the requirement of the final academic year. The content of the paper is discussed about factors that affect customer satisfaction to increase sale in Graha Wisata Tour and Travel Bandung. In this research the writer used descriptive method because the result is described about the customer satisfaction. The data taken by the result of interview, questionnaire, and observation. The aim of this study is to analyze about factors that affect customer satisfaction to increase sale. The writer limited the problems only on three research problems. Which are the customer satisfaction in this moment at Graha Wisata Tour and travel Bandung, the strategy to make a customer satisfied and to increases sale at Graha wisata Tour and Travel Bandung, and to make all customers feel satisfied with our service at Graha Wisata Tour and Travel Bandung. The result from the research in Graha Wisata Tour and Travel is all customers who ever used that travel almost felt satisfied, not only because the uniform is different from the employee and the tour leader, but also because the service given to them is satisfying.

**Preface**

Firstly, the writer expresses her gratitude to the only Mighty and Holy God, Allah SWT, for the Blessing and Permission in finishing this research. Secondly, the writer also expresses her gratitude to Prophet Muhammad SAW for the miracle of Islam and Koran descended by Allah SWT to the Prophet as the pillar on her life.

The purpose of this research is to describe about factors that affect customer satisfaction to increase sale in Graha Wisata Tour and Travel Bandung.

The writer realizes that this report is still far from being perfect, it still needs some improvements. Therefore, the writer looks forward to receive advices or constructive criticisms from the readers. Some comments and suggestion are also welcomed and appreciated.

Eventually, the writer hopes that this report will be useful for all readers generally and can give some contribution to English Department students especially.

Bandung, 2015

The writer

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