ABSTRACT

This research aims to know the condition of the service quality and customer satisfaction as measured by a descriptive analysis and verifikatif to find out how the condition of these variables and how the relationship of service quality and customer satisfaction as well as the extent of the influence of the variable quality of service towards customer satisfaction. The sample in this study amounted to one hundred (100) of the respondents. The research method used is regression analysis, correlation, test the hypothesis that is a test of the F and t-test, analysis of the multiple correlation coefficient analysis, and partial and simultaneous determination. Previously done test validity and reliability in order to know the accuracy and reliability of measuring instrument used in the study. The results showed that the correlation relationship quality service to customer satisfaction that is 0.608 and the influence of the quality of service from the 5th dimension quality of service just two dimensions that influence signifinakan towards customer satisfaction, i.e. the dimension of the assurance and empathy. Simultaneously influence is 37% and the rest is affected by other variables. Dimension variables that influence is dominant Assurance (Assurance).

Keywords: quality of service (physical evidence, reliability, responsiveness, assurance, empathy) and customer satisfaction.