

ABSTRACT

Showroom Anugrah Car is one of the businesses engaged in service. The services provided by Anugrah Car Showroom include car servicing, buying and selling used cars and others. Facilities Waiting room, the presence of Television, workshop, and others. Based on the results of research conducted at Show Car Anugrah Bandung, it is known that there are problems with respect to service quality that affect customer satisfaction.

Condition of service quality according to the total score is 1135 which means good while customer satisfaction according to the total score is 1166 which means good enough. Researchers use descriptive research method, with quantitative approach, while data collection techniques used are structured interviews, questionnaires and secondary data through literature research. Data analysis used instrument validity test, instrument reliability test, hypothesis testing, correlation coefficient x and y , simple linear regression, product moment person correlation and coefficient of determination analysis.

Based on the results of data processing correlation 0.883 person is included in the category of strong relationships, so it can be said that the relationship between service quality and customer satisfaction have a very strong relationship and direction. The result of determination coefficient of 77,97% which mean variable of service quality and customer satisfaction have significant influence and the rest 22,03% variable of customer satisfaction influenced by other variable outside of research. The obstacles faced by the Showroom Anugrah Cars Bandung city that is limited human resources at the workshop to make service work long enough service and no queue number for service. Efforts to overcome these obstacles is the distribution of queue numbers in the workshop.

As for the advice of the researcher suggestion that in implementing the quality of service that has been applied and planned before, the division of queue number at workshop part. The presence of technological equipment such as computers to facilitate the storage of data or facilitate transactions.