

ABSTRACT

Research aims to analyze the influence between two variables on: service quality (tangible, reliability, responsiveness, assurance and empathy) customer satisfaction at Asan Jaya Store. Population of this study customers at the Asan Jaya Store. This sampling technique used purposive sampling. Data collection technique is questionnaire were given to 97 responden whom make purchase at Asan Jaya Store. The result of this study, The test results showed no effect of partial tangible and reliability haven't effect on customer satisfaction at Asan Jaya Store but responsiveness, assurance and empathy have effect on customer satisfaction at Asan Jaya Store.

Keyword : *Tangible, Reliability, Responsiveness, Assurance, Empathy And Customer Satisfaction*