ABSTRACT

ANALYSIS OF SERVICE QUALITY TO CUSTOMER SATISFACTION USING STRUCTURAL EQUATION MODELLING

This study analyzes whether the level of service quality using the five dimensions of service quality, consisting of tangibles (physical evidence), reliability, responsiveness, assurance (assurance / certainty), and emphaty (empathy) influence customer satisfaction with six hypotheses are proposed. The sampling technique using purposive sampling is the technique of determining the sample with certain considerations. The number of samples used as many as 100 respondents, namely customers who use services CV. Imaji Abadi Palembang. Data analysis techniques using Structural Eqaution Modeling (SEM) with Smart-PLS 3.0 software. Based on the results of data analysis can be concluded that the model can be received well and then the results of this study provides theoretical implication that the dominant variable affecting customer satisfaction is reliability (reliability) and quality of service.

***Keywords :** Quality of Service (Tangibles, Reliability, Responsiveness, Assurance, Emphaty), Customer Satisfaction, SEM, Smart-PLS 3.0.*