

ABSTRAKSI

Djohari (08.2.020), Analisis Pengaruh Kualitas Layanan Terhadap Kepuasan Konsumen Dalam Menggunakan Jasa Bengkel Mobil di HP Motor Palembang (di bawah bimbingan Ibu tira, S.E., M.Si)

The study was conducted to analyze the influence of service quality on customer satisfaction in the services of auto repair shops in HP Motor Palembang, to determine and analyze the influence of service quality on customer satisfaction in the services of a car repair shop in "HP Motor" Palembang and To know the most dominant variable in affect customer satisfaction on auto repair shop in "Hp Motor" Palembang. This type of research is the case study. Population in this study is the public or people who come to "HP Motor" whereas the sample used in this study is part of the consumers who have used the services of HP motor repair shop, as many as 100 respondents and the sampling technique used is the purposive sampling technique. Data collection technique with questionnaire and interview. Testing instruments conducted with test the validity and reliability. Data analysis technique which used is quantitative analysis technique and qualitative analysis techniques. These results indicate that Tangible, Reliability, Responsiveness, Assurance, Empathy variables significantly affect customer satisfaction on auto repair shops in HP Motor Palembang in amount 26,7% and the remaining is explained by other causes that are not observed (in amount 73.3%) it evidenced of the of using Analysis Regression linier

Kata kunci : *Tangible, Reliability, Responsiveness, Assurance, Empathy* dan customer satisfaction.