

ABSTRACT

Pebrinda yuca, Effect of Quality of Service Customer Satisfaction Of Brothers Tire store (in the guidance of Mrs. Lina, SE, M.Si).

The study was done in order to find out how to influence the quality of your tire shop service to customer satisfaction, as well as to identify variables for which the dominant service quality affects customer satisfaction Brothers Tire Shop. In this study, the population and sample are customers who use services or buy your tires at the tire. The sampling method used in this study using purposive sampling techniques. Based on the formulation of the problem and the respondent answers that have been processed, the results of T test and F test, showing that there is the influence of service quality on customer satisfaction, namely reliability (reliability), responsiveness (responsiveness), insurance (assurance) and attention (emphaty) while for the variable physical evidence (tangibles) are not affected. So the hypothesis H-1 is received. test results of T, we can draw the conclusion that the variable insurance (assurance) is more dominant in influencing customer satisfaction brother Ban. With t count value of 8.869. of these results, that you tire shop customers satisfied with the quality of services provided by your tire store for customers who can take a look at the variable reliability (reliability), responsiveness (responsiveness), insurance (assurance) and attention (emphaty). While based on the average value of respondents' answers in mind that the value of the variable physical evidence (tangible) had no effect on customer satisfaction.

Key words : quality of service, reliability, responsiveness, assurance, emphaty, tangible.