

ABSTRACT

This research was conducted in Strawberries company engaged in the field of retailers Accessories teenager. Decline in sales Experienced by strawberries become the background research and what factors cause a significant decrease in the sales. One of the factors that can make one grow customer satisfaction is the service quality. It's important to do research on service quality on customer satisfaction strawberry teenager accessories Palembang. The purpose of this study was to determine the effect of service quality on customer satisfaction composed of Reliability, Responsiveness, Confidence, Empathy, Tangible towards Customer Satisfaction. This study took a sample of 100 people who have the purposive sampling criteria of age 17 years and above and have made a purchase of at least as much as 5x . The data analysis technique used in this study is qualitative analysis techniques and quantitative analysis techniques. Based on the results of the study concluded that the quality of services consisting of Reliability, Responsiveness, Confidence, Empathy, Tangible has a strong influence on customer satisfaction in the amount of 51.7 % especially at Strawberry Teenager Accessories Palembang.

Keywords: Reliability, Responsiveness, Confidence, Empathy, Tangible and Customer Satisfaction