

ABSTRACT

The purpose of this research was to determine the effect of service quality to the satisfaction of the Department of Labor prospective job applicants in the process of making the White Card in Palembang. The sample in this research amounted to 100 people. This research uses a survey research where the sample collection process is done by collecting information in a structured interview or without an interviewer. Data collection techniques using purposive sampling technique based on certain criteria such as prospective applicants that make the white card in Palembang City Department of Labor. The results of this research indicate that the Variable Attention and Tangible variable effect on customer satisfaction while at the Variable Reliability, Responsiveness and Beliefs no effect on customer satisfaction.

Keywords: *Quality of Service, Reliability, Responsiveness, Assurance, Emphaty, Tangible, Consumer Satisfaction*