

ABSTRACT

This research aims to analyze the influence between the quality of service that consists of 5 dimensions of service quality: tangible, reliability, responsiveness, assurance, and empathy toward customer satisfaction service truck in Toko Gemilang Motor Palembang. The population in this research is the customer/community that does the servicing truck in Toko Gemilang Motor Palembang. The sample used as many as 100 respondents and use nonprobability sampling technique. A type of nonprobability sampling purposive sampling is used where the information is drawn from members of the population who are willing to fill out the questionnaire. Hypothesis testing using multiple regression analysis method with the help of SPSS 16. The results of this study indicate that the variable reliability, responsiveness, and assurance significant effect against of customer satisfaction, while tangible variables and empathy no effect significantly to customer satisfaction.

Keywords: service quality, customer satisfaction.