

## **ABSTACT**

*The background of this study was to determine the level of customer satisfaction in the workshop “ Fajar Indah Palembang”, customer satisfaction can basically be said to be one of the keys to success in a company. Above the level of customer satisfaction can be measured if a service include the reliability factor reliability, responsiveness, confidance, emphaty, and tangible tangible. Customer satisfaction can improve the quality of a service company, if any consumers who repair their own vehicle in the garage and they were very satisfied, they will be happy to subscribe to the workshop.*

*The method used in this study was accidental sampling method in which the selected individuals are individuals who happen to be found at the sites during the month of October 2011.*

*Objectives to be achieved in this study is to prove that any customer who comes in the workshop will be very satisfied with the services and also services of the workshop, both from the mechanical as well as from workshop leaders. The results obtained were tested with the help of SPSS 19.*

*The conclusion that the author is that all customers are very satisfied with the workshop facilities and services provided to consumers.*

*Keywords: Customer satisfaction, customer, accidental methods of sampling, testing the validity, reliability, facilities and services.*