ABSTRACT

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The success of a company depends on several interrelated components and supporting each other. The components are quality service and customer satisfaction, there are five dimensions characteristic that is used to measure and assess the extent to which the company is able to provide the quality of service associated with its customer satisfaction, namely: tangible, reliability, responsibility, assurance and empathy. Quality of service is the consumer expectations and perceptions about the service they received related to such services. Customer satisfaction is feeling happy or disappointed customers who emerged after comparing the perception that they receive to their expectations. Service is considered satisfactory when everything that can be of service in accordance with customer expectations. Conversely, if the services are found to be satisfactory services received under the customer's expectations. Good service and quality to be provided by the company to attract new customers and retain consumers.

This research is a quantitative study, by using primary and secondary data. Analysis model using the classical assumption test consists of a test multicollinearity, heteroscedasticity test, test and test the autocorrelation of non-normality. Followed by hypothesis testing using test f (simultaneous), t test (partial).

The results showed that, quality of service which consists of five variables: tangible (X1), reliability (X2), Responsibility (X3), Assurance (X4) and Empathy (X5). Simultaneously significant effect on customer satisfaction. And partially tangible (X1), reliability (X2), Responsibility (X3), Assurance (X4) and Empathy (X5). Have a significant influence on customer satisfaction. And determinant coefficient of 0.044 indicates that the quality of service in Sardo Malang Mini market very satisfactory.