

ABSTRACT

Tough competition in some sectors of the industry in Indonesia, one of which in the automotive world that produces motorcycles. This product is a means of transport for the needs of everyday consumer life in performing the activity. Margacinta Bandung Branch AHASS workshop engaged in the services of the Honda motorcycle servicing continues to strive to be able to win the competition with workshops like the one by increasing the quality of service

This type of research is quantitative descriptive. Research data using primary data conducted by the Division, the collection of questionnaires that do servicing AHASS workshop motorcycle Branch Margacinta, Bandung. The analysis used in this study is the analysis of descriptive statistics.

The research results obtained based on the subject of variable direct proof (tangible) is 81,45%, then based on the subject of variable reliability (reliability) obtained the value of% 86,16, and then on the subject of variable capture power (responsiveness) obtained the value of 83,43%, on the subject of variable guarantees (assurance) obtained the value of% 85.18% and 85.50 on variable subjects empathy (empathy). Variable service quality to the overall results obtained 84.47% of those included in the category are very high

Keywords : Service Quality