

## **ABSTRACT**

*The tight competition between the workshop demanded the company to provide excellence service to win the competition. If successful, the company will recognize its existence. One of them is Yamaha Bahana workshop Soekarno-Hatta Bandung branch. This workshop has gained rank B for Yamaha workshop category in Indonesia and also get 4.5 or grade A which measured by Network Performance Analysis. This workshop also grabbed some charter awards such as The Best Performance Income Per-Unit 2012, Growth Omzet in 2013 has given by PT. Bahana Cahaya Sejati and Frontlines Grandprix along with the Best Shop Manager Award in 2014 has given by PT. Yamaha Indonesia Motor Manufacturing (PT YIMM). Those award was related by service quality provided.*

*This kind of research use descriptive quantitative. Research data using primary data conducted by questionnaire. Sample collection using purposive sampling techniques against 100 consumers who have been using service at Yamaha Bahana Workshop Soekarno-Hatta Bandung branch. The analysis in this research used descriptive statistics.*

*The research results obtained on tangible sub variables is 70,87%, then on reliability sub variable obtained on 74,41%, then in responsiveness sub variable retrieved on 79,21%, 78.41% assurance sub variabel and 78.42 on empathy sub variable. Overall, service quality variable obtained to 76.29% and those are included in good category.*

**Keywords:** *Service Quality*