ABSTRACT

Along with the number of sales and research on consumers, Astra Daihatsu also compensates with innovation and quality improvement from before consumers buy products to after sales services. The company's main goal is to maximise customer satisfaction. This study aims to see how much influence service quality has on customer satisfaction in the after sales service of Astra Daihatsu, Setiabudi Bandung branch.

This research data collection through distributing questionnaires and using quantitative data analysis with descriptive-causal research type. Sampling was carried out using probabilty sampling method using simple random sampling technique. There were 245 samples used and analysed with multiple linear regression analysis assisted by SPSS version 27.2

Based on the results of data processing simultaneously (F test) that service quality variables (tangibles, reliability, responsiveness, assurance, and empathy) have a positive and significant effect on customer satisfaction. While the partial test results (T test) show that service quality (tangible) has a negative and insignificant effect on customer satisfaction. Service quality variable (reliability) has a negative effect and has no significant effect on customer satisfaction. Service quality variable (responsiveness) has a negative effect and has not had a significant effect on customer satisfaction. The service quality variable (assurance) has a positive effect and there is a significant effect on customer satisfaction. And service quality (empathy) which has a positive effect and there is a significant effect on customer satisfaction.

Keywords: Service Quality, Tangibles, Reliability, Responsiveness, Assurance, Empathy, Customer Satisfaction, Astra Daihatsu.