ABSTRACT

With the increasing phenomenon of motor vehicle users, this has opened up opportunities for the motor vehicle washing and maintenance business, one of which I researched is Shine & Clean Autocare which is located on Jl. Caringin no. 35, Bandung City. Shine & Clean Autocare Bandung offers several services including motor vehicle washing, detailing and coating services. Why I chose Shine & Clean Autocare Bandung was because there were complaints from customers regarding the services provided by Shine & Clean Autocare Bandung.

This research uses a quantitative research method with a sampling technique, namely non-probability sampling with the population being all the people of Bandung City who have used the services of Shine & Clean Autocare Bandung and the sample is 100 people of the City of Bandung who have used the services of Shine & Clean Autocare Bandung and the aim of this research is to find out whether service quality influences customer satisfaction with the Shine & Clean Autocare Bandung case study.

From research that has been tested with Validity Test, Reality Test, Descriptive Analysis, Classical Assumption Test, Normality Test, F Test, Hypothesis Test, and Coefficient of Determination using the IBM SPSS 26.0 application and the results show that the quality of service provided by Shine & Clean Autocare Bandung included in the "Very Satisfied" category with an average total score of 88%, which means that the quality of service provided by Shine & Clean Autocare Bandung is considered good by the public, while for Customer satisfaction it is included in the "Very Satisfied" category with an average total score of 87 % which means that Shine & Clean Autocare Bandung Customer satisfaction is quite high, and the influence of Service quality on Customer satisfaction has a significant effect with an rSquare value of 0.527 or 52.7%.

Keywords: Service quality, Customer satisfaction