

## **ABSTRACT**

*This study was conducted based on the problems of consumer dissatisfaction with quality of services provided by AUTO2000 Body Paint Cibiru Bandung. Consumers are not satisfied or give a complaint on the outcome of the whole process of service, ie the results are still striped paint colors and paint thinner. The research objective was to determine how the impact of service quality on customer satisfaction at AUTO2000 Body Paint Cibiru Bandung in 2014, simultaneously or partially.*

*This research was conducted by using quantitative methods. Data collected by distributing questionnaires to a sample of 100 people using the technique of Non-Probability Sampling with accidental sampling method. Data were analyzed by multiple linear regression analysis using SPSS 17.*

*The results showed that the quality of service affecting customer satisfaction of 56.8%. Based on the test results are known quality of service (tangible, empathy, reliability, responsiveness and assurance) jointly positive and significant impact on customer satisfaction. Based on the partial test results, tangible variable has no effect. While variable empathy, reliability, responsiveness and assurance affects customer satisfaction at AUTO2000 Body Paint Cibiru Bandung.*

*From the results it can be concluded simultaneously affect service quality customer satisfaction in AUTO2000 Body Paint Cibiru Bandung. The factors that most influence on consumer satisfaction in terms of service quality is variable assurance that consists of three indicators, namely, employees instill confidence in customers, helps customers feel safe in the deal and courtesy of employees.*

***Keywords: Service Quality, Customer Satisfaction, AUTO2000***