

ABSTRAK

Insurance companies characterized by intense competition nowadays, companies should always strive to achieve maximum customer desires. Service quality of insurance is one thing that can affect customer satisfaction.

Based on this research aimed to determine how much influence service quality on customer satisfaction of PT. Prudential Life Assurance on Jalan Banda No. 30 Bandung.

This study involves two main variables. The first variable is the independent variable is the service quality are described using the dimensions of service quality which consists of five dimensions, namely Tangibles (X1), Emphaty (X2), Reliability (X3), Responsiveness (X4), Assurance(X5), The second variable is the dependent variable of this study is customer satisfaction. The research method used in this research is quantitative research methods with descriptive and verification type. The resulting measurement scale is ordinal and Likert scale used in measuring instruments used statement of this research.

The data analysis technique used is descriptive analysis and multiple linear regression analysis. Descriptive analysis aims to determine how strong the electronic service quality and customer satisfaction of PT. Prudentia Life Assurance Bandung. While the multiple linear regression analysis aims to determine the value of the influence of the five variables X (servqual) to variable Y (customer satisfaction).

Descriptive analysis showed that Prudential services has a good quality of services by the average percentage of each variable is the Tangibles (X1) of 86,4%, Emphaty (X2) for 86,5%, Responsiveness (X3) at 61,9%, Responsiveness (X4) of 61,1%, Assurance (X5) of 86,5%. The customes satisfaction Prudential Bandung also included in both categories with an average value of 81,09% percentage. The results of multiple linear regression analysis showed that all electronic service quality variables significantly influence customer satisfaction. Electronic service quality variables simultaneously affect a very large, namely 58.9% and the remaining 41.1% is influenced by other factors not addressed in this study.

Keywords : Service Quality, Customer Satisfaction