

ABSTRACT

Nowadays, many businesses are appearing which indicates that the market can not be predicted because there's much better competitor. GTI Motor is one of the automotive services that have a lot competitors. For service companies, are required to be able to provide good quality services so that consumers feel satisfied. Because, good service quality is an added value to compete for a service company like GTI Motor. This research based on dissatisfaction customer with GTI Motor's service quality. This research goals is to measure how the impact of quality service to customer satisfaction on GTI Motor.

This theory used in this research is from the theory of Zeithaml, et al. There are independent variables of service quality consists of five sub-variables, reliability, responsiveness, assurance, empathy, and tangibles. And the dependent variable is the customer satisfaction. Both of these variables are used to examine how the quality of services provided by GTI Motor and how they affect consumer satisfaction GTI Motor. This research used quantitative research with multiple linear regression. The population and sample used in this study are 60 GTI Motor customer, using saturated sampling technique. The analysis used in this study include validity, reliability test, descriptive statistical analysis, the classical assumption test, multiple linear regression analysis, and hypothesis testing.

The results showed that the variable quality of service has value to both categories amounting to 71.98%, while the variable has a value of consumer satisfaction with the excellent category that is equal to 75.22%. testing hypothesis (t test) showed that sub variable reliability, responsiveness, assurance, empathy, and tangibles had a significant influence on customer satisfaction. From the results on the coefficient determination explain that quality service significantly influence the consumer satisfaction in GTI Motor with value 56,4%.

It can be concluded that service quality affects customer satisfaction. Therefore, GTI Motor must improve and maintain favorable elements , and need to fix the aspects that are still unfavorable to increase customer satisfaction GTI Motor.

Keywords: service quality, customer satisfaction.