

ABSTRACT

This study intends to discuss how the influence of service quality on customer satisfaction at Roti Gempol dan Kopi Anjis Bengawan Bandung. This study uses quantitative methods with data obtained through questionnaires and using respondents as many as 100 people. Then the processed data obtained by the method of multiple linear regression using SPSS 22. From the calculation of the coefficient of determination showed that R-value 0.777 square which means service quality affects customer satisfaction at 77.7%. While the simultaneous test results (test-F) is obtained F count 65.679 larger than F table 2.31, which means the quality of service simultaneously influence on customer satisfaction. It can be concluded that the simultaneous effect of service quality on customer satisfaction at Roti Gempol dan Kopi Anjis. Tangible partially no significant effect on customer satisfaction, partially Empathy significantly affect customer satisfaction, Reliability partially not significantly affect customer satisfaction, responsiveness not significantly affect customer satisfaction, Assurance partially significantly influence consumer satisfaction. Companies are advised to improve the quality of products and services for a better service quality so as to increase the influence on customer satisfaction.

Key Words : Customer Satisfaction, Service Quality