

ABSTRACT

The purpose of this study is to determine whether the variable dimensions of service quality that are tangible, empathy, responsiveness, reliability, and assurance affects customer satisfaction in Bandung Hall Station. The method used in this research is quantitative. This type of research is causality (causation) and descriptive. Object in this study is customer care division in Bandung Hall Station. While the study subject is customer who used the customer care services in Bandung Hall Station. Sample taken 100 respondents using simple random sampling technique. The analysis used in this research is descriptive analysis and multiple linear regression.

The results of this study indicate that all of the dimensions in service quality variables significantly influence consumer satisfaction in Bandung Hall Station at 62.9% and 37.1% influenced by other variables not examined in this study. And partially, the most influential variable in sequence is significant assurance amounted to 0.286, tangible amounted to 0.229, responsiveness amounted to 0.226, empathy amounted to 0.179, and reliability amounted to 0.173.

Keywords: Quality of service, customer satisfaction, marketing communications.