

Abstract

The tight competition of workshop in this industrial era is very big, can be seen from various kinds of products and services produced. This causes the workshop owner to improve the quality of the place of business as well as provide new innovations in order to attract more consumers. Viewed from the side of the needs of many individuals using motorcycles to support all human activities, therefore it should be the consumer servicing his vehicle routine to always fit and optimal when used the road. But there are still complaints and criticism from consumers after service or repair vehicles, such as less satisfied consumers, work too long, and others. Based on these problems, then conducted research to find out how satisfied consumers when doing service on his vehicle, especially in the workshop Motoartz Bandung. The purpose of this study is to determine the quality of service, customer satisfaction, as well as the influence of the quality of service to customer satisfaction Motoartz Bandung

Kotler and Keller (2012: 153) state that quality is the totality of features and characteristics of a product or service that depends on its ability to satisfy the stated or implied needs. According to Lovelock et al (2011: 19) quality is the extent to which a service satisfies customers by meeting their needs, wishes and expectations. According to Zeithaml et al (2012: 104) Satisfaction is the response of consumer fulfillment, which assesses that the features of the product or service and the product or service itself. According to Oliver in Zeithaml et al. (2012: 104) satisfaction is the response of the fulfillment of consumer needs

The method used in this research is descriptive method. The population of this study are consumers who have done service and repair in the workshop Motoartz Bandung. Sampling technique used in this research is non probability sampling technique by using incidental sampling.

From the results of the analysis conducted, the coefficient of determination of the calculation results obtained for 75.6%. It shows that Service Quality gives 40,6% influence to Purchasing Decision, while the rest equal to 35% influenced by other variable. From the calculation of the F test, the calculated f value is 21.676. Since the value of f arithmetic (21,676) > f table (2,621), then Ho is rejected. That is, there is influence of Service Quality to Consumer Satisfaction.

With the result of the coefficient of determination of 75.6% and the value of f arithmetic greater than the f table then Ho is rejected, which means there is influence Quality of Service to Consumer Satisfaction. From the results in the then for the next researcher is expected to examine with other variables outside the variables that have been studied in order to obtain more varied results that can affect consumer satisfaction.

Keywords: Service Quality, Consumer Satisfaction, Motoartz Workshop Bandung