

ABSTRACT

The purpose of this study was to determine the influence of service quality to customer satisfaction (Case study service private company at Tiki Jalur Nugraha Ekakurir Setrasari Mall in Bandung 2018). In this research is the author to know the response of the customer when using courier services in JNE.

Variable Independent is Service Quality and Variable Dependent is Customer Satisfaction, the method used in this research is descriptive method. Test data through validity and reliability test, Statistical analysis via classical assumption test with the type of research used simple linear regression analysis, coefficient of determination and hypothesis testing. by sampling that of 100 respondents at Setrasari Mall JNE Bandung, data collection via questionnaires 2018. Data processing is done by using software SPSS for windows.

The results of the research show that Quality of Service PT. Tiki Line Nugraha Ekakurir (JNE) has an influence on Customer Satisfaction of 42.2%, while the remaining 57.8% is influenced by other factors beyond consumer behavior that were not examined in this study.

Keywords : Marketing, Service Quality, Customer Satisfaction.