

ABSTRACT

Auto2000 is a network of sales, maintenance, repair and supply of Toyota parts that was founded in 1975 under the name Astra Motor Sales, and only in 1989 changed its name to Auto2000 with management that was fully handled by PT. Astra International Tbk. The purpose of this study was to determine the quality of service implementation at the Toyota Auto2000 Soekarno Hatta Bandung. The research method used in this study is qualitative with descriptive explanations using 5 dimensions of service quality TERRA. Based on the results of the study, it can be seen that the service quality implemented by Bandung Auto2000 is based on the TERRA aspect :

- 1. Tangible (Physical form) : Place, information room, uniform staff, cleanliness, of the dealer.*
- 2. Empathy : Service reminders system.*
- 3. Reability : THS services and services.*
- 4. Responsive : Emergency road assistance, body, and paint*
- 5. Assurance : free service guarantee and guaranteed after sales convenience.*

Keywords : Service quality, TERRA