

ABSTRACT

The phenomenon that has emerged lately in the Indonesian retail industry shows a decline in performance. The purpose of this study is to determine the quality of service with RSQS (Retail Service Quality Scale) which contains five service dimensions, namely Physical Aspect, Reliability, Personal Interaction, Problem Solving and Policy which then influence Customer Satisfaction. Paskal 23 Bandung shopping center became the object of research in this study.

This study uses quantitative methods, the nature of this study is conclusive, the type of investigation is causal, the involvement of researchers is not to intervene data, based on individual units of analysis, research settings are noncontrived settings, and based on the time of research, this study is cross sectional. The measurement scale used is the Likert scale.

The population in this study were residents of the city of Bandung fixed or immigrants who had visited Paskal 23 Bandung with a number of samples representing as many as 400 respondents. The sampling technique is nonprobability sampling. Data sources in this study were obtained from primary and secondary data.

Data analysis techniques were carried out by multivariate techniques, Structural Equation Modeling (SEM) Partial Least Square (PLS), and hypothesis testing by partial T test. The results of this study are five hypotheses received from a total of five hypotheses.

Based on the findings of the research conducted, it was concluded that the research questions were answered in accordance with the expectations of the researchers with the significant and positive influence of the five dimensions in Retail Service Quality (RSQS) on Customer Satisfaction.

Keywords : RSQS, Service Quality, Customer Satisfaction.