

ABSTRACT

Along with the development of the times, the need for increasingly modern transportation will increase, one of which is car transportation, but the car is also a vehicle that needs regular maintenance, both service and spare parts, for example such as AC service on vehicles both buses and mini buses. One company that provides ac repair services in the Soekarno Hatta branch of Bandung city is PT. Frigia Airconditioning.

PT. Frigia Airconditioning provides AC repair services or Denso brand air conditioner service for car vehicles. PT Frigia Airconditioning provides regular maintenance and AC damage to the car vehicle, then also provide services to customers with the aim of providing satisfaction that prioritizes quality both in the installation and repair of air conditioners.

The purpose of this study is to find out how the influence of service quality consisting of tangible, empathy, reliability, responsiveness, assurance, to customer satisfaction, and what aspects are improvements to improve the quality of ac services at PT. Frigia Airconditioning branch of Soekarno Hatta Bandung.

Based on the results of data processing, AC repair service quality obtained a percentage of 76% included in the good category. The highest percentage is in the reliability dimension which gets the same result of 79.12% which indicates that the quality of AC repair services is considered good by the customer. While the customer satisfaction variables are in the good category with a percentage of 77.60%.

While based on the results of hypothesis testing the influence of variable service quality on customer satisfaction proved to have a significant positive influence on customer satisfaction. Based on the results of the study the authors suggested to the company PT.Frigia Airconditioning branch of Soekarno Hatta Bandung to continue to improve the quality of its excellent service in terms of empathy, so that it can further enhance customer satisfaction.

Keywords: Service Quality, Customer Satisfaction.