

ABSTRACT

Education Awareness is getting stronger in the community. Education is one thing that is considered very important by the people in Indonesia. Education Awareness is getting stronger in society. Education is one thing that is considered very important by the people in Indonesia. Noted, the number of tutoring in 2016 reached 1,866 businesses, an increase from 1,135 businesses in 2009. The growth of the tutoring is influenced by fear and lack of self-confidence of students when facing exams. Efforts to maintain customer satisfaction can be done in various ways, one of which is to improve the quality of service. Service consideration is related to proper quality so that it can satisfy the customer. This study aims to determine the effect of service quality on customer satisfaction Sony Sugema College Tutoring Institution (SSC) SMA - Alumni Unit in Bandung City Academic Year 2019-2020. This research uses quantitative methods with descriptive research type. Using non-probability sampling techniques; purposive. Samples taken from this study were 84 respondents who used the services of the Sony Sugema College Tutoring Institute (SSC) SMA - Alumni Unit Bandung City Academic Year 2019-2020.

Keywords: *Service Quality, Customer Satisfaction*