

## **ABSTRACT**

*This research was motivated by the researcher's observations when carrying out the internship there were complaints from service users at the administrative counter, so that based on short interviews conducted by researchers with several customers, complaints related to the five dimensions of service quality were submitted by service users. In addition, Makassar Container Terminal received a special evaluation related to customer satisfaction. On this basis, the authors focus their research on the effect of service quality on service user satisfaction.*

*Based on this, this thesis aims to describe to analyze and find out how much influence service quality has on customer satisfaction at PT Pelabuhan Indonesia (Persero) Makassar Container Terminal. This type of research is descriptive research with a quantitative approach, which uses a multiple linear hypothesis model with a total sample of 79 respondents. Data analysis was carried out with the help of IBM SPSS version 25 application.*

*The results showed that the service quality dimensions of responsiveness and reliability had a positive and significant influence on user satisfaction at the administrative counter at PT Pelabuhan Indonesia (Persero) Terminal Petikemas Makassar, while the service quality dimensions of tangibles, assurance and empathy did not have a significant influence and had a significant effect. negative on service user satisfaction at the administrative counter at PT Pelabuhan Indonesia Terminal Petikemas Makassar. And the service quality dimensions of responsiveness, reliability, tangibles, assurance and empathy together have a significant influence on customer satisfaction at PT Pelabuhan Indonesia (Persero) Terminal Petikemas Makssar.*

***Keywords: Service Quality, Customer Satisfaction***