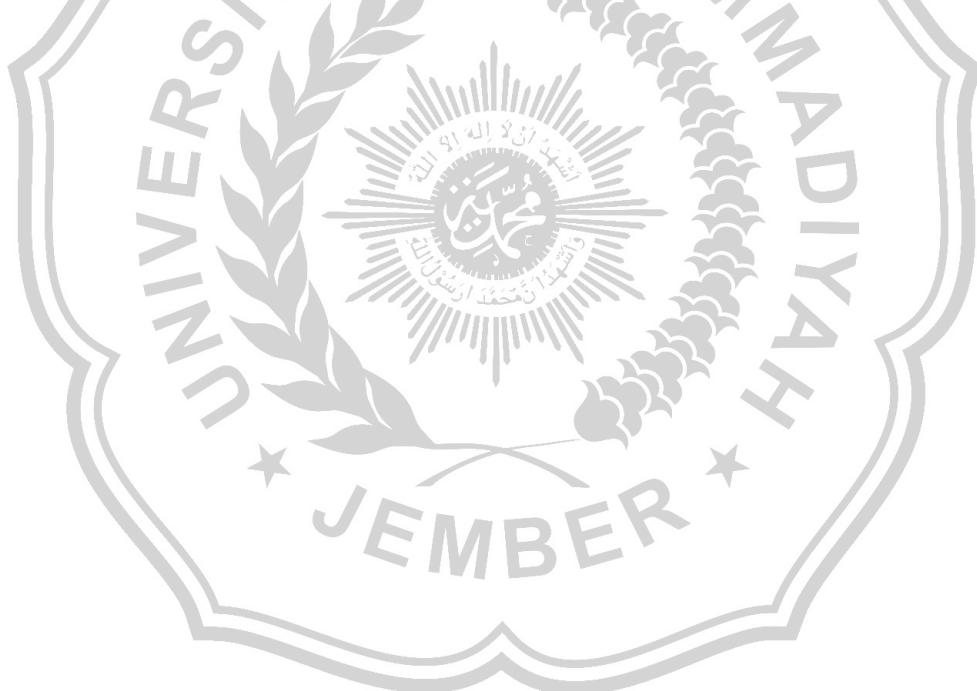


ABSTRAK

Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh dari kualitas layanan (*tangibel, reliability, responsiveness, assurance, dan empaty*) terhadap kepuasan pelanggan pada Bengkel Hans Sukowono, dimana pada Bengkel Hans Sukowono sedang mengalami fluktuasi jumlah pengujung pada tahun 2020. Kualitas layanan dapat kita teliti agar menjadi solusi untuk meningkatkan kepuasan pelanggan. Jenis penelitian ini penelitian kausalitas. Populasi dalam penelitian ini yaitu konsumen atau pelanggan Bengkel Hans Sukowono. Sampel yang digunakan sebanyak 100 responden. Alat analisis menggunakan regresi linier berganda. Hasil penelitian membuktikan bahwa kualitas layanan (*tangibel, reliability, responsiveness, assurance, dan empaty*) berpengaruh signifikan secara parsial dan simultan terhadap kepuasan pelanggan pada Bengkel Hans Sukowono.

Kata kunci: . Kualitas Layanan (*Tangibel, Reliability, Responsiveness, Assurance, Dan Empaty*) dan Kepuasan Pelanggan.



ABSTRACT

This research aims to test and analyze the influence of quality of service (tangibel, reliability, responsiveness, assurance, and empathy) on customer satisfaction at Hans Sukowono Workshop, where at Hans Sukowono Workshop is experiencing fluctuations in the number of enders in 2020. The quality of service can be thorough in order to be a solution to improve customer satisfaction. This type of research research causality. The population in this study is consumers or customers of Hans Sukowono Workshop. The sample used as many as 100 respondents. Analysis tools using multiple linear regressions. The results prove that the quality of service (tangibel, reliability, responsiveness, assurance, and empathy) has a significant partial and simultaneous effect on customer satisfaction at Hans Sukowono Workshop.

Keywords: *Quality Of Service (Tangibel, Reliability, Responsiveness, Assurance, And Empathy) and Customer Satisfaction.*

