

ABSTRACT

SAMSAT Outlet is a yearly Vehicle License validation service. The payment for Vehicle Tax and Mandatory Contribution Fund for Traffic Accident usually located at shopping center or community center which allows the Vehicle owner or taxpayer to conduct transactions while shopping.

This research is backgrounded by the dissatisfaction felt by the consumers with the services provided by Bogor Trade Mall SAMSAT Outlet. The dissatisfaction even was published in several online media, and the result of the interviews with consumers shows that the complaints against the quality services given are related to the consumer satisfaction. Because the services quality given by SAMSAT Outlet directly affect the consumer satisfaction. The purpose of this research is to determine the effect of the quality service from quality service dimensions which are Tangibles (Direct evidence), Empathy, Reliability, Responsiveness, and Assurance, toward the consumer satisfaction. The research method used are descriptive and causal method.

The research population are Bogor Trade Mall SAMSAT Outlet consumer, with sampling techniques done with the non-probability sampling method, and the number of the respondents are 100 respondents. Then, the data analysis is using descriptive analysis and regression analysis method to test the hypothesis using the F-test and T-test. The response from the respondents regarding the quality service of Bogor Trade Mall SAMSAT Outlet is good.

The result of this research is the quality services which consist of Tangible, Empathy, Reliability, Responsiveness, and Assurance are simultaneously give positive effect and significant impact on the consumer satisfaction by 74%. The Reliability, Responsiveness, and Assurance's variable are partially give the significant effect on consumer satisfaction.

Keywords : *Quality Service, Consumer Satisfaction, Multiple Linear Regression. Service*
