

ABSTRACT

Given of the many students and density of activity during on-campus students, then there are students who use motorized vehicles as a means of transportation such as motorcycles, bicycles and cars to support and facilitate its activities on campus during the study period. Of these conditions would cause the college must provide adequate parking space for students vehicles. The purpose of this study was to determine the effect of service quality on customer satisfaction Telkom University parking service users either simultaneously or partially.

The method used is descriptive with quantitative approach that involves 294 students at the university telkom bandung as respondents, the sampling using incidental sampling technique. Data analysis technique used is multiple linear regression analysis were previously tested with classical assumption of normality test, multicollinearity, heteroscedasticity test, F test, t-test, correlation coefficient, the coefficient of determination.

Simultaneously the influence of independent variables consist of tangible (X_1), reliability (X_2), responsiveness (X_3), assurance (X_4) and empathy (X_5) significantly affects customer satisfaction is evident from the significant value of $0.000 < 0.05$ but it can compared well with the calculated F F table is seen that F table 2,26 < F count 45.778.

Suggestions in this study is expected Telkom University Bandung in particular the provision of parking services can better optimize the service quality parking services as a means to achieve customer satisfaction is the students themselves.

Keywords: Customer Satisfaction, Quality of Service.