

ABSTRACT

The most important task of any government agency is providing services to the public. SOPP services implementation at the post office branch Bandung square is a manifestation of the desire to provide better services to the public or service users. On side of the post office square Bandung branch has given a sense of satisfaction. Actually in other side there are still people who are not satisfied with the service SOPP. So naturally questionable how their satisfaction level.

his includes research into the descriptive research with quantitative approach that involves 100 customers SOPP in pt. Pos Indonesia (persero) as respondents, with sampling Purposive technique. Data analysis techniques used multiple linear regression analysis, namely that previously tested with classical assumptions of normality test IE, test multikolineritas test heteroskedestisitas test, F test, correlation coefficient-t, the coefficient of determination.

from the results it can be concluded that the free variables consisting of tangible, reliability, responsiveness, assurance, empathy amounted to 91.5%, 8.5% while the rest is explained by other variables not examined in this study.

Keyword: customer satisfaction, quality of service, SOPP