

## **ABSTRACT**

*The changes and developments of the period has brought us on technology advances so rapidly. All that can be seen from the lifestyle of the community who are always pampered by cutting-edge technologies one of which is automotive technology. The development of the automotive world in the motherland is always increasing and coupled with the quality of service that is always upgraded anyway. Customer satisfaction can be shown through the attitude of consumers on purchases. Satisfaction according to Kotler (2005:70) is "feeling happy or upset someone who comes after comparing between performance (results) of products that are well thought out on performance (or outcomes) expected". This research aims to know the customer's satisfaction at the 2000 Auto branch of Tuban. The study categorized as types of descriptive quantitative research. The population used in this research is a citizen of Tuban, East Java, with a sample of as many as 100 respondents are determined based on the results of the calculation formula of Bernoulli.*

*Methods of data analysis used is the testing data validity, reliability, and descriptive test. Based on the results obtained by customer satisfaction variable 78.11% while the rest 21.89% (100% – 52.65%) influenced factor – other factors outside of customer satisfaction*

**Keyword:** *Customer Satisfaction*