

ABSTRACT

The increasingly rapid economic development in the field of labor / *outsourced* providers and business requires readiness and economic actors, the role of satisfaction with consumers is aimed at knowing the existence and desires and expectations of consumers that are applied. This aims to avoid consumers not switching to companies that offer similar products / services. Accurate information that has been analyzed from consumers if the results can be managed properly will benefit the company of course in serving the needs of consumers.

This research is a quantitative research with descriptive method. The type of analysis used is simple linear regression with the help of SPSS version 25 software. And using nonprobability sampling technique. The data collection tool used in this study is the distribution of questionnaires to consumers of PT. Trengginas Jaya Bandung and quotes from various sources of books. To determine the sample using the bernouli formula, a sample of 100 respondents was determined.

Keywords : Service Quality and Customer Satisfaction