

ABSTRACT

This research is conducted to find out the quality of service to customer satisfaction at PT. Equity Life Indonesia Cirebon's branch. This research aims to knowing how much consumer's response to service quality and customer satisfaction at PT. Equity Life Indonesia Cirebon's branch.

This research using quantitative methods with descriptive and causal research types. Sampling was done by non-probability sampling's method type of incidental sampling, with a total of 260 respondents life insurance customers at PT. Equity Life Indonesia Cirebon's branch. The analysis technique that used is descriptive analysis and simple linear regression analysis.

Based on the results of testing the hypothesis T test, service quality has a significant effect on customer satisfaction at PT. Equity Life Indonesia Cirebon's branch. This is evidenced by $T_{arithmic} > T_{table}$ ($14,327 > 1,969$) with a significance level $0,000 < 0,005$. This means that service quality has a significant effect on customer satisfaction at PT. Equity Life Indonesia Cirebon's branch. Based on the coefficient of determination obtained that the quality of service PT. Equity Life Indonesia Cirebon's branch is able to have an effect of 44.3% on customer satisfaction at PT. Equity Life Indonesia Cirebon's branch and the remaining 55.7% customer satisfaction at PT. Equity Life Indonesia Cirebon's branch is influenced by factors that not examined in research such as company image, product quality, customer loyalty, and customer experience.

The conclusion of the research, the quality of service at PT. Equity Life Indonesia Cirebon's branch has been included in the high category, but there are a number of items that need to be improved such as parking areas in offices that are less extensive, the product must be as promised during the promotion, and listen to suggestions or complaints that customers submit.

Keywords: Customer Satisfaction, Service Quality, Marketing