

ABSTRACT

This research aims to understand the influence of the service quality that consists of five dimensions, that is reliability, tangibles, responsiveness, assurance, and empathy partially and simultaneously on customer satisfaction of Kedai Soe Soe-Delivery (KSD).

The research method used in this research is descriptive and causal. The population in this study are all consumers that order delivery more than two times at the Soe Soe-Delivery. Samples taken as many as 100 respondents using the accidental sampling technique. Testing employs multiple linear regression analysis and hypotheses (the t test, F test, and the coefficient of determination). All computation was done by using IBM SPSS software Ver. 20.0

The test result indicates that service quality which consists of tangibles, reliability, responsiveness, assurance, and empathy effect significantly influence consumer satisfaction simultaneously and partially. Multiple regression analysis model is $Y = 0,523 + 0,277 X_1 + 0,347 X_2 + 0,301 X_3 + 0,232 X_4 + 0,296 X_5$. Based on the equation, empathy (X2) has the largest regression coefficient (0.347), followed by reliability (X3) (0.301), assurance (X5) (0.296), tangibles (X1) (0.277) and responsiveness (X4) (0.232). The coefficient determination values acquired is 0.569 or 56.9% consumer satisfaction can be explained by the reliability, tangibles, responsiveness, assurance, and empathy variable while 43.1% is explained by other variables which are not covered by this study.

Conclusion in this research is that all of dimension of service quality and customer satisfaction is good because that is in the high category, and all of dimension of service quality have positive and significant influence to customer satisfaction in Kedai Soe-Soe Delivery Bandung.

Keywords : Service Quality, Customer Satisfaction, Kedai Soe-Soe Delivery