

ABSTRACT

The increasing of the number of Telkom University students are in line with increasing the number of motorcycle users. Telkom University has a facility for motorcycle users. It is parking area. There are four parking areas for motorcycles. They have different width and capacity. The capacity of motorcycle parking area is smaller than its users. It is not only used by students but also lecturers and staffs of Telkom University. The quality of service has a close relationship with customer Satisfactions. The satisfaction of motorcycle parking area users is being attention.

The purposes of this study are to identify the influence of service quality towards motorcycle parking area users simultaneously and partially at Telkom University.

This study conducted 400 samples by using simple random sampling technique. Simultaneous hypothesis (F-test), Partial Hypothesis (T-test), Double Linear Regression, Classical Assumption Test, and Determination Coefficient were used to analyze the data.

The results of this study showed that partially tangible dimension 4,750, responsiveness 4,891, reliability 3,561, assurance 7,430, influenced significantly on customer Satisfactions. While empathy dimension -0,342 did not influence significantly on customer Satisfactions. Simultaneously, the service quality influenced significantly towards motorcycle parking area Customer Satisfactions at Telkom University amount 69,4%.

Key words : Service quality, Customer Satisfactions