

## ABSTRACT

*The development of a service business wedding organizer currently being rapidly growing, in Bandung own increasingly many companies offer management service the wedding party. The fast growth the number of wedding organizer providers followed by high interest demand for wedding organizer. It makes business competition wedding organizer providers having a level playing high. Hence the satisfaction of users into the important thing to be noticed by the company.*

*One of the factors that affects customer satisfaction is the quality of services. The quality of services consisting of five dimensions namely tangible, emphaty, reliability, responsiveness, assurance. Considering the importance of customer satisfaction and quality of service is one who affects customer satisfaction. So this research want to know how the influence of the quality of services to customer satisfaction Kaizen WO Bandung.*

*Kaizen WO that is the one of the companies service providers wedding an organizer which is in Bandung. Data to research is obtained by spreading the questionnaire to consumers and it has been use the services of the Kaizen WO Bandung. Respondents to research are 126 respondents. Then, data processed by using regression simple analysis linear with equation  $y = a + bX$ .*

*The results of the study showed that the quality of services proven imoact on costumer satisfaction Kaizen WO Bandung. In addition based on consumer perception, the quality of services and customer satisfaction Kaizen WO Bandung be in the High.*

**Keywords: Quality of service, Consumer's satisfaction, Wedding Organizer Bandung**