

**PENGARUH KUALITAS PELAYANAN TERHADAP TINGKAT
KEPUASAN PELANGGAN PENGGUNA ECO RACING PADA
PERUSAHAAN PT. BANDUNG ECO SINERGI TEKNOLOGI (BEST)
(Studi kasus pada perusahaan PT. Bandung Eco Sinergi Teknologi (BEST) di Kota
Bandung)**

ABSTRACT

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This study aims to determine how is the quality of service at PT. Bandung Eco Synergy Technology (BEST), how is customer satisfaction at PT. Bandung Eco Synergy Technology (BEST) and the effect of service quality on customer satisfaction at PT. Bandung Eco Synergy Technology (BEST). This research is included in the category of causal associative research using quantitative and qualitative approaches. The population in this study is 100 people and sample in this study were 80 respondents. Data were collected by using a questionnaire that had been tested for validity and reliability. The data analysis technique used is multiple regression. The results of the study at a significant level of 5% indicate that service Quality at PT. Bandung Eco Synergy Technology (BEST) can be stated very well, customer satisfaction at PT. Bandung Eco Synergy Technology (BEST) can be stated as high and the quality of service has a positive and significant effect on job satisfaction as evidenced by the value (t) of 15,417 with a value of Sig. $0.000 < 0.05$. The contribution of the influence of service quality on customer satisfaction is (R^2) 75%.

Keywords: Service Quality, Customer Satisfaction.