

## **ABSTRACT**

*The population of Indonesia is increasing every year so it is not possible for the level of gross domestic product (GDP) to continue to increase. The Covid-19 pandemic has made the government encourage people to eat healthy foods. One of food consist protein is chicken. The quantity of broilers in Indonesia continues to increase and one of the distributors of broilers is Dani Putra. The company has several problems and one of the most important is service quality. Good service will result in customer satisfaction. Therefore, this study aims to determine whether service quality consisting of tangible, reliability, responsiveness, assurance, and empathy dimensions had a positive and significant impact on customer satisfaction at Dani Putra Broiler Distributor. The sampling technique used non-probability sampling with purposive sampling with 214 respondents. The study used multiple linear regression analysis technique which is processed using SPSS. The results of this study that tangible, reliability, responsiveness, assurance, and empathy have a positive and significant influence on customer satisfaction Dani Putra Broiler Chicken Distributor.*

**Keywords:** *customer satisfaction, dimensions of service quality, and service quality*