

ABSTRACT

In this day and age, people's need for the use of shoes is not only a need for use, but also as a hobby and also a source of income. With the various types of people's needs for shoes, there is a need for shoe care. The current form of shoe care is shoe washing services. One of the shoe washing services in Bandung is BPW Clean. BPW Clean provides shoe washing services according to customer needs. BPW Clean exists to provide direct shoe washing services, by providing good service quality and aiming to achieve customer satisfaction.

The purpose of this study was to determine how the effect of service quality consisting of tangibles, reliability, responsiveness, assurance, and empathy on customer satisfaction consisting of expectations, performance, comparison, experience, confirmation and disconfirmation.

Based on the results of data processing, BPW Clean shoe washing service quality obtained a percentage of 90% which was included in the very satisfied category. The highest percentage is in the Tangible, Assurance, and Empathy dimensions, which get the same result of 91% which indicates that the quality of BPW Clean shoe washing services is considered good by customers. While the variabel Customer Satisfaction is in the category of very satisfied with a percentage of 90%. In the results of hypothesis testing the influence of the Service Quality variabel on Customer Satisfaction proves to have a significant positive effect of 29.1%. Based on the results of the research, the authors suggest that BPW Clean can continue to improve the quality of service, especially in terms of tangibles, so that it can further increase customer satisfaction.

Keywords: Service Quality, Customer Satisfaction, BPW Clean.