ABSTRACT

Marketing Mix Analysis on the Influence of Service Quality Towards the Selection Decision of Auto Perfection Plus’ Service Station

Auto Perfection+ needs to review the aspects that affect customer satisfaction in order to compete with competitors. One of these aspects is service quality. The purpose of this research is to determine the effect of service quality on the customer satisfaction of Auto Perfection+. This research consists of two variables, which are Service Quality (X) and Customer Satisfaction (Y). All customers of Auto Perfection+ are used as study samples. A total of 41 people are selected as respondents. Simple Linear Regression is used as analysis technique. Results indicate that service quality provides a significant influence on the customer satisfaction of Auto Perfection+.

Keywords: Customer Satisfaction, Service Quality.