

## ABSTRACT

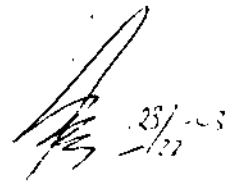
The purpose of this research was to discover the customer perception impact about the service quality which consists of tangibles, reliability, responsiveness, assurance and empathy dimension to customer satisfaction level and to know the service quality dimension which give the most dominant impact for the customer satisfaction level.

The first step. The first step was gathering data which was received from the questioner spread.

The second step was the continuation of the first step, where in this step data analysis had conducted. The method which be used was double linier regression analysis.

The third step was a decision making step. In this step the result that was wanted by researcher has already been known. Which was, firstly, the customer perception about service quality which consists of tangibles, reliability, responsiveness, assurance and empathy dimension has a significant impact on customer satisfaction level. Secondly, among those service quality dimension, it was the assurance dimension which has the most dominant impact rather than the other service quality dimension.

**Keywords :** Service quality dimension ; tangibles, reliability, responsiveness, assurance and empathy



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