

ABSTRACT

This study aims to examine and analyze the Influence of Service Quality Customer Satisfaction Premier Auto Detailing Semarang.

The population used in this study consisted of Customer Premiere Auto Detailing Semarang. In this study, sampling was done by using accidental. Thus meaning the samples taken are Premiere Auto Detailing Customers who happens to be found in the Office of the Premiere Auto Detailing, the number of samples used in this study were 100 respondents.

The results showed that physical evidence (*tangibles*) to directly affect customer satisfaction, reliability (*reliability*) effect langsung to customer satisfaction, responsiveness (*responsiveness*) directly affects customer satisfaction, guarantee (*assurance*) directly affects customer satisfaction , empathy (*empathy*) directly affects customer satisfaction

Keywords: Physical evidence (*tangibles*), reliability (*reliability*), responsiveness (*responsiveness*), assurance (*assurance*), empathy (*empathy*), customer satisfaction.