

## **ABSTRACT**

*The increasing number of automotive consumer is directly affect to the increasing number of commercial automotive workshop. Rapiglass automotive workshop has become one of the most popular commercial automotive workshop in Semarang. As a service company, customer satisfaction become its main purpose. This research aimed to test how the service quality, customer value, and company image affect the customer's satisfaction*

*The research conducted in Rapiglass workshop Semarang. The number of research samples are 87 person. Quisioner instrument is used to obtain research data. Double linier regressive analysis testing method is used to prove research's hypothesis.*

*The research result shows that service quality has significant positive implications to customer satisfaction. Company image is also has positive effect to customer's satisfaction.*

**Keyword :** *Service quality, customer value, company image, customer's satisfaction.*