

ABSTRACT

Research was triggered by the increasment of competition in the Gas Station, which is characterized by the emergence of many Gas Station in recent years. Gas Station 44.594.10's sales result decreased in the last two years, 2011 and 2012.

The research was conducted at Gas Station 44.594.10. This study aimed to determine the effect of two variables, they are servis quality (X1) and facilities(X2) of customer satisfaction (Y) when buying at Gas Station 44.594.10. In this research, the data was collected by tools such as questionnaires given to 100 respondents, in order to determine respondent's responses to each variable. The analysis used in this research includes validity test, reliability test, classic assumption test (normality test, multicolinearity test, heteroscedasticity test), multiple linear regression analysis and test of goodness of fit (F-test, t-test and the coefficient of determination).

From the results of regression analysis can be known that variables of service quality, and location are all have positive effect on customer satisfaction when buying at Gas Station 44.594.10 in which service quality is the most influential variable on purchasing decisions, followed by facilities. The two variables influence for 34,8% on customer satisfaction. While the remaining 65,2% is influenced by other variables.

Keywords : Customer satisfaction, Service Quality, Facilities, Gas Station 44.594.10