

ABSTRACT

This study aims to analyze the effect of service quality, service facilities, and company image on customer satisfaction of Po.Haryanto Kudus, also to determine the variables that most influence customer satisfaction of Po. Haryanto Kudus, so that they can be a review in making strategies to increase customer satisfaction.

The population in this study were consumers of Po.Haryanto Kudus. Data obtained through a questionnaire from a sample of 150 people with a non-probability approach, purposive sampling. Then, the data is processed and analyzed using index numbers, multiple linear regression, and the T test to test the hypothesis, testing is carried out using the SPSS (Statistical Package for Social Science) version 25 program.

The results showed that service quality, service facilities, and company image had a significant positive effect on consumer satisfaction of Po.Haryanto Kudus. So that all hypotheses determined between service quality, service facilities, and company image on consumer satisfaction Po.Haryanto Kudus are accepted.

Keywords: Service Quality, Service Facilities, Company Image, Customer Satisfaction