

## ABSTRAK

This study aims to determine the effect of service quality on customer satisfaction. Service quality is one of the important factors in shaping customer satisfaction, especially in a competitive business environment. This research uses a quantitative method by distributing questionnaires to respondents who are customers of PT Sari Angin, Cirebon City. The service quality dimensions examined include tangibles, reliability, responsiveness, assurance, and empathy.

The research method applied is quantitative with an associative approach, collecting primary data through structured surveys and distributing questionnaires to customers of PT Sari Angin, Cirebon City. The data obtained were then analyzed using validity tests, reliability tests, normality tests, correlation coefficient tests, coefficient of determination tests, simple linear regression tests, and t-tests, processed with SPSS 26 for Windows.

The results of the data analysis show a Pearson correlation value of 0.720, which falls into the “High Relationship” category, and a coefficient of determination ( $R^2$ ) of 51.9%, which is classified as a “High Effect” on Customer Satisfaction (Y), or within the score range of 50% to 81%. The remaining 41.9% is influenced by other factors not examined in this study.

The results of hypothesis testing show that the t-value of 6.401 > t-table value of 1.683 with a significance value of  $0.000 < 0.05$ . Thus, the null hypothesis ( $H_0$ ) is rejected and the alternative hypothesis ( $H_a$ ) is accepted. Therefore, Service Quality partially has a positive and significant effect on Customer Satisfaction at PT Sari Angin, Cirebon City.

**Keywords:** Quality, Service, Satisfaction, Customer.