

ABSTRACT

This study examines two variables: the independent variable (X), which is service quality, and the dependent variable (Y), which is customer satisfaction. The research method used is a descriptive-verify approach. The population in this study consists of the public who use services at the Investment and One-Stop Integrated Services Office (DPMPTSP) of Cirebon Regency, totaling 11,000 users of licensing services. The sample size was determined using the Slovin formula with a 10% margin of error, resulting in 100 respondents. The sampling technique applied was Probability Sampling, specifically using the Random Sampling method.

The results of the study show that the majority of respondents agreed with the statements regarding service quality, with 47.53% indicating agreement, meaning that the community generally agrees that the quality of service is good. Similarly, on the satisfaction dimension, 47.41% of respondents agreed, indicating that many residents of Cirebon Regency feel satisfied when using the licensing services at DPMPTSP Cirebon. The causal relationship between service quality and customer satisfaction is shown by a correlation coefficient value of 0.410, which falls into the moderate category.

Keywords: *Service Quality, Customer Satisfaction*