

## **ABSTRACT**

*The purpose of this research is to determine how the quality of service affects consumer satisfaction and what factors can influence consumer satisfaction, thereby helping the agency optimise service to consumers in order to improve consumer satisfaction at the UPT Seed Development Centre for Food Crops and Horticulture in Cirebon City. Through this research, information will be obtained regarding the extent of the implementation and development of service quality on consumer satisfaction, as well as the factors that can influence consumer satisfaction, so that the agency can help optimise service to consumers in order to enhance consumer satisfaction.*

*The research method uses a quantitative approach, data collection techniques with questionnaires and documents, sampling techniques using Simple Random Sampling with a sample size of 96 respondents, and hypothesis testing design using statistical tests through path analysis.*

*The research results show that simultaneously, service quality affects consumer satisfaction at the UPT Seed Development Centre for Food Crops and Horticulture in Cirebon City, and partially, its dimensions tangible, empathy, reliability, responsiveness, and assurance also affect consumer satisfaction. The the UPT Seed Development Centre for Food Crops and Horticulture in Cirebon City, in terms of service quality to consumers, especially through the dimension of reliability, with indicators such as the accuracy of employees in serving consumers, having good and clear service standards, and the expertise of employees in using aids in the service process to enhance consumer satisfaction, should be maintained and even improved if possible. Although the analysis shows that the reliability dimension has the highest value compared to other dimensions, consumer satisfaction can be increased as expected.*

*Keywords: Consumer Satisfaction, Service Quality*