

ABSTRACT

This research was conducted to determine the effect of service quality consisting of tangible, reliability, responsiveness, assurance, and empathy on the level of customer satisfaction at the Olympus Pool & Cafe Malang. This type of research uses a quantitative approach. Sampling using purposive sampling technique of 100 respondents with the criteria of respondents who had been consumers at the Olympus Pool & Cafe. Data obtained through online questionnaires. Based on the results of the study, it shows that the variables tangible, reliability, responsiveness, assurance, and empathy simultaneously have a significant effect on the level of customer satisfaction with an Fcount test value of 31,409 > Ftable 2,467 with a significance of 0.000 < 0.05. Based on the results of the t test, it can be concluded that the tangible, reliability, and empathy variables have a significant effect on the level of customer satisfaction, while the responsiveness variable has a t test value of 0.424 < 1.985 and a significance of 0.673 > 0.05 and an assurance value of t test 0.371 < 1.985 and a significance of 0.711 > 0.05, it can be stated that it has no significant effect on the level of customer satisfaction. Tangible, reliability, responsiveness, assurance, and empathy affect the level of customer satisfaction by 60.6%, while the remaining 39.4% is influenced by other variables not discussed in this study.

Keywords : *Service Quality, Tangible, Reliability, Responsiveness, Assurance, Empathy, Customer Satisfaction Level.*