

ABSTRACT

Vespa has been an iconic scooter motorcycle worldwide since its debut in 1946. Vespa has had a long-standing success in the market and has become the most famous icon of Italian style and technology in the world. In Indonesia, Vespa has garnered significant interest among the public. This research aims to investigate the influence of after-sales service on customer satisfaction at Piaggio Vespa dealerships in Bandung by utilizing the SERVQUAL approach. Several SERVQUAL dimensions, including tangibles, reliability, responsiveness, assurance, and empathy, will be analyzed simultaneously with customer satisfaction.

This research adopts a quantitative approach with data collection conducted through a survey questionnaire. The sampling technique employed is non-probability sampling, specifically purposive sampling. The population of this research comprises Vespa users who have made purchases at Piaggio dealerships in Bandung. A minimum sample size of 100 respondents is required. The structural equation model (SEM) is employed as the sampling technique in this study. The data analysis process includes tests for validity and reliability, model fit assessment, structural equation modeling, and hypothesis testing.

The results of this research are expected to demonstrate that service quality factors have a positive and significant influence on customer satisfaction at Piaggio Vespa dealerships in Bandung. Furthermore, this study aims to assist the management of Piaggio Vespa dealerships in Bandung in enhancing service quality to improve customer satisfaction. Additionally, it is hoped that this research will serve as a reference for future studies related to the same topic.

Keywords: *service quality, customer satisfaction, after-sales service*