

ABSTRACT

The growing demand for interior design services at PT. Maulayasa Painting requires the company to maintain service quality to maintain customer satisfaction. This study aims to analyze the effect of service quality on customer satisfaction and recommendation intentions using the ServQual model. The study focused on customers who used PT. Maulayasa Painting's services in the past year, using a quantitative approach. Analysis techniques used included the Customer Satisfaction Index (CSI), the GAP test, and data processing using the Partial Least Squares (PLS) method.

The results showed that three of the five ServQual dimensions—responsiveness, assurance, and empathy—significantly influenced customer satisfaction, while tangibles and reliability showed no significant effects. A CSI score of 83% indicates that customers were highly satisfied with the service provided. The results showed that customer satisfaction significantly influenced recommendation intentions. These findings reflect the important role of service quality in shaping customer loyalty and encouraging voluntary word-of-mouth promotion, with a significance level (α) of 5%.

Keywords: Customer satisfaction, Recommendation intention, Service quality, Servqual, Customer Satisfaction Index (CSI), Partial Least Square (PLS)