

ABSTRACT

This study aimed to determine the effect of the dimensions of quality service that consists of physical evidence, reliability, responsiveness, assurance, and empathy towards customer satisfaction and analyze the most dominant factor affecting customer satisfaction.

The population in this study is Purworejo Post Office customers. Samples were taken of 100 respondents with a non-probability sampling using accidental sampling approach that is based on sampling where anyone who happened by chance to meet with the researchers can be sampled as it sees fit.

The results showed that all independent variables significant positive effect on customer satisfaction. Where the results obtained multiple linear regression equation as follows: $Y = 0.163 + 0.173 X1 + X2 + X3 0.229 0.237 + 0.190 X4 X5$. From the results of the analysis are described in the variable insurance that has a dominant influence on customer satisfaction. Overall, the independent variables shown to have a positive and significant effect on customer satisfaction.

Keywords: Physical Evidence, reliability, responsiveness, assurance, empathy, Customer Satisfaction