

## **ABSTRACT**

*This study aimed to determine service quality, facilities and trust influenced customers satisfaction of Cito Clinical Laboratories Indraprasta Semarang Branch and analyzed the most dominant factors in influencing the customers satisfaction at Cito Clinical Laboratories Indraprasta Semarang Branch.*

*The Population in this research was the customers of Cito Clinical Laboratories Indraprasta Semarang Branch. Samples were taken in amount 100 respondents using the Non -Probability Sampling technique with Accidental sampling approach, called sampling technique, that anyone who met. The analytical method used was multiple linear regression. The results was found that the regression equation that formed by  $Y = 0,239 X_1 + 0,459 X_2 + 0,236 X_3$ . This evidenced showed facilities had a stronger effect than the other two independent variables on customers satisfaction.*

*Others showed that service quality, facilities, and trust had positive and significant impact on the customers satisfaction. Based on the statistic data analysis, the indicators in this research was valid and variables were reliable. In the classical test assumption, the regression model had free multicollonierity, the heteroscedasticity was not occur, and normal distributed. The facilities variable had the biggest amount of 0,459, followed by the service quality by 0,239. The least was trust which had regression coefficient of 0,236.*

*Key words: customers satisfaction, service quality, facilities, and trust.*