

## **ABSTRACT**

*Quality of services is consumer response to consumed services. Good or poor quality of service depends on the ability of the companies to meet customer expectations consistently. If it applied correctly, quality of service will create customer satisfaction toward to the services.*

*The goals of this research to know an influence of the five dimensions of service quality that are reliability, responsiveness, assurance, empathy, and tangibles to customer satisfaction in using service. The research gets primary data using questionnaires from PT. Fatimah Zahra Semarang during 2010-2012.*

*The Results of multiple regression analysis is  $Y = 0.243X_1 + 0.367X_2 + 0.157X_3 + 0.221X_4 + 0.182X_5$ . The most influential variable of independent variables is responsiveness with ( $\beta = 0.367$ ). The next sequence are reliability ( $\beta = 0.243$ ); empathy ( $\beta = 0.221$ ); tangibles ( $\beta = 0.182$ ), and the last is assurance ( $\beta=0.157$ ). T test results proved that all independent variables (reliability, responsiveness, assurance, empathy, and tangibles) have a positive influence on the dependent variable, customer satisfaction. The determinant coefficient adjusted  $R^2$  is 0.731, means 73.1% of customer satisfaction is affected by the variable of independent variables are reliability, responsiveness, assurance, empathy, and tangibles. The balance of 26.9% is affected by other variable.*

***Key words : Quality of service, customer satisfaction, dependent variable and independent variables***