

## **ABSTRACT**

*This research is motivated by the declining number of clients and the Jasaraharja Putera Semarang branch in the period 2010-2011. The declining number of such customers indicate that the satisfaction customers Jasaraharja Putera of decreased. To see the problems that exist, this study aimed to analyze how to improve customer satisfaction with the quality of services supported include 5 variable.*

*In this study used the criteria that customers have become policyholders more than one year. Number of samples is determined by the formula 15 or 20 times the independent variables (Joseph F.Hair, 1998). So we got the result as follows  $20 \times 5$  (the number of independent variables) = 100. Data analysis methods used in this study is multiple regression, where previously tested the validity, reliability, and classical assumptions. Result showed that tangible, reliability, responsiveness, and empathy has a positive and significant effect on customer satisfaction.*

*Author's suggestion is to increase customer satisfaction can be done by improving and fixing 5 variable that are still less than the maximum.*

*Keywords: tangible, reliability, responsiveness, assurance, empathy, customer satisfaction*