ABSTRACT

The background of the research is the decreasing in the number of Chamber Semarang internet cafe's customer. Based on the information derived from Chambers internet cafe internal data, the decreasing in the number of customer had been constantly happening starting from year of 2009 to 2011. This unfortunate situation causes an inevitable effect toward company's financial performance, in this case profit losing. If the company unable to overcome this problem, it is not possible that company will be forced to shut down any time soon

The objectives of this research are to find out whether tangible, reliability, responsiveness, assurance and emphaty affect customer satisfaction of Chambers internet cafe's customers and also to analyze what factor that affect customer satisfaction of Chamber internet cafe. The samples are taken from 100 respondents using Non-Probability Sampling technique with Accidental Sampling Approach, which means the sample is choosen by anone that accidentally meet researcher and is deemed to be appropriate sample.This research also used validity test. The classic assumption test, linear regression analysis and goodness of fit test (F test, t test, the coefficient of determination).

Using regressive analysis, we can see that all variables, which are tangible, reliability, responsiveness, assurance and emphaty, all have positive and significant impact toward costumer satisfcation by the rate of 55,9% whilst other variable gets the rest 44,1%. The most influential variable is empathy, followed by assurance, responsiveness, reliability with tangible as the least influential one.

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