

ABSTRACT

One common problem that is often faced by companies or nonprofit organizations in the field of services is a matter of customer dissatisfaction towards the quality of services provided. Therefore, it is not uncommon to many companies seeking to do research about customer satisfaction on service quality in an organization or company to apply for this. Providers must understand the needs and wants of customers in terms of services so that they satisfied, of course taking into account the five dimensions of service quality such as physical evidence, the reliability of responsiveness, assurance and empathy. Therefore, researchers will examine how much customer satisfaction especially students on the quality of service that is provided by the library reference UNDIP economics faculty.

This research is expected to know how big influence on the physical evidence, reliability, responsiveness, assurance and empathy towards the satisfaction of students who visit the library reference UNDIP economics faculty. The population in this study were all students who've been to the library reference UNDIP economics faculty. Samples are used in this study were 100 respondents using accidental sampling method and using multiple linear analysis.

The results of multiple linear regression test showed that the variables of physical evidence, reliability, responsiveness, assurance, empathy and positive influence on student satisfaction. while the results of the simultaneous F test or by 16,702 with a significance less than 0.05. This means that all variables affect simultaneously against student satisfaction. while the test of determination is 0.442 which means 44.2% student satisfaction is influenced by physical evidence, reliability, responsiveness, assurance and empathy, while 45.8% influenced by other variables.

Key words: physical evidence, reliability, responsiveness, assurance, empathy and student satisfaction.