

## ***ABSTRACT***

*This study aims to examine the effect of Tangible, Responsiveness and Assurance to Customer Satisfaction of Port of Tanjung Emas Semarang. Hypothesis proposed from this research is: (a) There are positive and significant influence from Tangible to Customer Satisfaction, (b) There are positive and significant influence from Responsiveness to Customer Satisfaction, and (c) There are positive and significant influence from Assurance to Customer Satisfaction.*

*Sample of this research are from customer of Port of Tanjung Emas Semarang as many as 100 persons. Data obtained through primary data by distributing questionnaires to be filled and through secondary data obtained from Port of Tanjung Emas Semarang. Data analysis using Regression model and the result are: (a) Tangibles have positive and significant impact to Customer Satisfaction, (b) Responsiveness have positive and significant impact to Customer Satisfaction, and (c) Assurance have positive and significant impact to Customer Satisfaction.*

*Keywords: Tangible, Responsiveness, Assurance and Customer Satisfaction.*