

ABSTRACT

The most important factor of business services is the assessment of service quality is strongly influenced by the perceptions and expectations of each customer. Dimensions of service quality is divided into 5 main dimensions, namely: reliability, responsiveness, assurance, empathy and tangibles. The purpose of this study was to analyze the effect of reliability, responsiveness, assurance, empathy and tangible to customer satisfaction.

Population in this study that consumers do car servicing at PT. Nasmoco Gombel Semarang, Jl. No Setiabudi. 22 Semarang Workshop Unit whose number was unknown. The sample in this study was 100 respondents. Sampling techniques in the study conducted by purposive sampling technique. Type data is the primary data. Methods of data collection using questionnaires. Analysis technique used is multiple regression.

Results of analysis with regression analysis showed that: (1). Reliability positive and significant effect to customer satisfaction. (2). Responsiveness positive and significant effect to customer satisfaction. (3). Assurance positive and significant effect to customer satisfaction. (4). Empathy positive and significant effect to customer satisfaction. (5). Tangible positive and significant effect to customer satisfaction

Keywords : Reliability, Responsiveness, Assurance, Empathy, Tangible and Consumer Satisfaction