

## ABSTRACT

This study is aimed to analyzed the dimentional influence of tangibles, responsiveness, reliability, assurance dan empathy partially as well as simultaneously to customer satisfaction.

It is a field study of which it is to observe the object to be analyzed. This study was conducted in BPRS Amal Mulia Yogyakarta taking 60 customers as the sample. The independent variables taken in the study are the dimention of tangibles, responsiveness, reliability, assurance dan empathy and the other dependent variable is the customer satisfaction. The approach used in the study is quantitative approach, the method of collecting data used in this study is using the questioner based on the linkert scale and validity test, reliability test and double regression linier test are used to analyzed the data.

The result of the analisis using double regression linier shows that: 1) tangibles don't positively influence the customer satisfaction which is proved with significant value 0,482. 2) responsiveness positively influence the customer satisfaction proved with significant value 0,028. 3) reliability don't positively influence customer satisfaction which is proved with significant value 0,242. 4) assurance positively influence the customer satisfaction proved with significant value 0,013. 5) empathy don't positively influence the customer satisfaction proved with significant value 0,662. 6) tangibles, responsiveness, reliability, assurance and empathy simultaneously have positive influence to the customer satisfaction, it is proved with the significant value 0,000. The contribution level has positive influence of 56,8% while the rest of 43,2% is influenced by other factors which are not included in the study.

**Key word: tangibles, responsiveness, reliability, assurance, empathy and**