

ABSTRACT

The growing pattern of education is so fast and turns that led to competition in the field of education, especially at institutions tutoring, so the level of competition to get costumers is more difficult. One strategy that made that education institution to maintain or increase the number of customers is to provide a quality service. By providing the optimal service quality, it is expected to meet the expectations of the consumers able to win the competition, which will obtain maximum benefit.

The research was conducted on LBB IPIEMS Banyumanik Semarang. This study aims to determine the effect of service quality dimensions as seen from 5 dimensions of physical evidence / tangible, durability / reliability, responsiveness, assurance, and empathy towards student's satisfaction is following LBB IPIEMS Banyumanik Semarang's course. In this study, data were collected by using questionnaire to 50 respondents, which aims to determine the response of the respondents to each variable. The analysis which is used, include validity test, reliability test, classic assumptions test (multicollinearity, normality, heteroscedasticity), multiple linear regression analysis, goodness of fit test (F test, t test, the coefficient of determination).

From the result that using the regression analysis showed that the variables of physical evidence / tangible, durability / reliability, responsiveness, assurance, and empathy, all have positive and significant of student satisfaction in following the LBB IPIEMS Banyumanik Semarang's course. With the influence of 75.2% while 24.8% are influenced by other variables.

Keywords: physical evidence / tangible, durability / reliability, responsiveness, assurance, empathy, customer satisfaction.

