ABSTRAK

This study aims to determine whether the dimensions of service quality that is tangible, reliability, responsiveness, assurance, and empathy JNE effect on customer satisfaction and analyzing the most dominant factor influencing customer satisfaction in Malang branch JNE

The population in this study is the consumer JNE Malang. In this study data were collected by questionnaire to 100 respondents, which aims to determine the respondents to each - each variable. The analysis used include ujivaliditas, reliability test, the classic assumption test (multicollinearity, normality, heteroscedasticity), multiple linear regression analysis, goodness of fit test (F test, t test, the coefficient of determination).

Based on the results of the study, obtained the following regression equation: $Y = 1.437 + 0.188 X1 + 0.300 X2 + 0.270 X3 + 0.303 X4 + 0.385 X5$. Based on statistical data analysis, the indicators in this study are valid and variables are reliable. In the classical assumption test, regression models multikolonieritas free, does not occur heteroscedasticity, and normal distribution.

Individual sequences from each of the most influential variable is the variable empathy with regression coefficient of 0.385, and guarantees the regression coefficient of 0.303, followed by the reliability of the regression coefficient of 0.300, and responsiveness with regression coefficient of 0.270 whereas the most influential variable low is the physical evidence of the regression coefficient of 0.188. JNE Malang branch needs to maintain the elements that have been considered good by customers as well as the need to fix the things that are lacking.

Key Words:
quality of service, tangible (physical evidence), reliability (reliability), responsiveness (responsiveness), assurance (assurance), empathy (caring), consumer satisfact