

**PENGARUH BUKTI FISIK, KEHANDALAN, DAYA TANGGAP, JAMINAN DAN EMPATI TERHADAP  
KEPUASAN KONSUMEN**

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**ABSTRACT**

This study aims to determine whether the dimensions in the quality of service that is tangible, reliability, responsiveness, assurance, and empathy affect customer satisfaction in PT.PegadaianBabat-Lamongan and analyze the most dominant factor in influencing consumer satisfaction.

Population in this research is consumer of PT.Pegadaian. Samples taken as many as 100 respondents by using the sample method randomly or Random Sampling)

Based on the result of research, we can get the linear regression equation as follows:

$Y = 2.0.271 X1 + 0.197 X2 + 0.201 X3 + 0.316 X4 + 0.165 X5$ . Based on the analysis of statistical data, the indicators in this study are valid and the variables are reliabell. Individual sequence of each of the most influential variables is assurance variable with regression coefficient of 0.316, then tangible with regression coefficient of 0.271, followed by responsiveness with regression coefficient of 0.201, and reliability with regression coefficient of 0.197 while most influential variables Low is empathy with regression coefficient of 0.165. PT.PegadaianBabat-Lamonganneed to maintain the elements that have been assessed both by the customer and need to improve the things that are still lacking.

Keywords: tangible, reliability, responsiveness, assurance, empathy.