

ABSTRACT

This study aims to analyze the influence of the services quality consisting of five dimensions of service quality: Tangible, reliability, responsiveness, assurance, and empathy for customer satisfaction at institutions tutoring St. Ignatius Education Center in the city of Palembang. The population in this study were students who participated in the study in tutoring St. Ignatius. Used as a sample of 100 respondents and use non probability sampling techniques. Non Probability type of sampling is purposive sampling in which information is taken from members of the population who are willing to fill out a questionnaire. Hypothesis testing using multiple regression analysis with SPSS 16. The results of this study indicate that all of the research hypothesis is accepted. Four dimensions of service quality has positive influence that physical evidence, reliability, responsiveness, assurance and empathy while the negative effect on customer satisfaction.

Keywords: *service quality, customer satisfaction, tutoring agency*