

Based on the discussion above results shows that people today demand service is not simply based on the physical needs only, but more than that pleasant service environment as psychological needs are also a factor judgments about the quality of service. In other words, this aspect influencing customer satisfaction, so it can not be excluded in the provision of services.

Partial testing of each dimension carried out by comparing the value of t arithmetic with t table. T table for $N = 95$ amounted to 1.658; partial test results can be explained as follows:

1. Effect of dimensiona of Tangible to customer satisfaction.

The hypothesis is the dimension Tangible effect to customer satisfaction. Coefficient values obtained from the test results that the dimension Tangible (X1) effect on customer satisfaction (Y) amounted to 0,137 with $t = 3.163$ and t table = 1.658. The comparison shows the t count $>$ t table so it can be said that there is significant influence of the dimensions of Tangible (X1) on customer satisfaction (Y). The direct effect of the dimensions of Tangible of customer satisfaction by 5.2%. The indirect effect Tangible dimensions through: the dimensions of Reliability to customer satisfaction by 2.8%; Responsiveness dimension on customer satisfaction by 1.7%; dimensional Assurance to customer satisfaction by 2.3%; and dimensions Emphaty to customer satisfaction by 1.7%. Overall / Total Tangible dimensional effect of customer satisfaction of 13.7%. This can give you an idea that the dimensions Tangible although the extent of its influence is low but has a significant influence on customer satisfaction.

2. Effect of the dimensions of Reliability to customer satisfaction.

The hypothesis is the dimension Reliability effect to customer satisfaction. Coefficient values obtained from the test results that the dimensions of Reliability (X2) effect on customer satisfaction (Y) amounted to 0,153 with $t = 2.907$ and t table = 1.658. The comparison shows the t count $>$ t table so that it can be said there is a significant influence on the dimensions of Reliability (X2) on customer satisfaction (Y). The direct effect of the dimensions of Reliability to customer satisfaction by 5.6%. The indirect effect dimension Reliability through: Tangible dimensions to customer satisfaction by 2.8%; Responsiveness dimension on customer satisfaction by 2.2%; dimensional Assurance to customer satisfaction by 2.1%; Emphaty dimension to customer satisfaction by 2.6%. The total effect of the dimensions of Reliability against 15.3% customer satisfaction. This indicates that the degree of influence of the dimensions of Reliability is relatively low but has a significant influence on customer satisfaction.

3. Effect of the dimensions of Responsiveness to customer satisfaction.

The hypothesis is the dimension Responsiveness effect to customer satisfaction. Coefficient values obtained from the test results that the dimension Responsiveness (X3) influence on customer satisfaction (Y) of 0.12 with $t = 3.163$ and t table = 1.658. The comparison shows the t count $>$ t table so it can be said that there is significant