

This study aims to determine the factors that affect customer satisfaction at the branch computer Metro Master LPP academic year 2011/2012 are limited to the tangible variables (physical evidence), empathy (caring), reliability (reliability), responsiveness (quick response), and the assurance (collateral). The research method used in this study is descriptive research design verification approach Ex Post Facto and Survey. The population in this study were all students who attend tutoring on LPP Master Computer Branch Metro in Academic Year 2011/2012, amounting to 95 and this study is a study population because the sample used is the entire population or a sample saturated. Data collection techniques in this study were observation, interviews, and questionnaires. Testing hypotheses were analyzed using simple linear regression and multiple linear regression. Based on the analysis of the data obtained the following results:

1. There is a tangible effect (PE) to customer satisfaction at branches Metro LPP Master Computer Academic Year 2011/2012 are shown by a simple linear regression test results obtained  $r^2 = 0.140$ .
2. There are influences empathy (caring) for customer satisfaction in Metro branch LPP Master Computer Academic Year 2011/2012 are shown by a simple linear regression test results obtained  $r^2 = 0.117$ .
3. There is the influence of reliability (reliability) to customer satisfaction at branches Metro LPP Master Computer Academic Year 2011/2012 are shown by a simple linear regression test results obtained  $r^2 = 0.126$ .
4. There is influence responsiveness (responsiveness) to the satisfaction of the consumer at the Metro branch LPP Master Computer Academic Year 2011/2012 are shown by a simple linear regression test results obtained  $r^2 = 0.260$ .
5. There is the influence of assurance (security) to customer satisfaction at branches Metro LPP Master Computer Academic Year 2011/2012 are shown by a simple linear regression test results obtained  $r^2 = 0.157$ .
6. There are influences quality of service for customer satisfaction in Metro branch LPP Master Computer Academic Year 2011/2012 are shown by the results obtained by multiple linear regression  $R^2 = 0.515$ .

Keywords: customer satisfaction