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