ABSTRACT

Language Centre was established in 2013 which aimed to improve the ability to learn a foreign language. Language Centre is under the Yayasan Pendidikan Telkom (YPT) that develops in the field of technology. Language Centre has a function as the center of the service in a foreign language that is responsible for academic supports. Some of the services in the Language Centre are Language Test, Language Course, ESAP (English Self-Access Program), Translation (Indonesian, English, Japanese), and Proofreading for International Journals. This research is about how big the influence of service quality on user satisfaction. The data analysis technique used is quantitative causal by using multiple linear regression method. The population in this research are 26.820 service users at Telkom University, with a sample of 100 respondents by spreading the questionnaire to service users of Language Centre Telkom University. The independent variables are *tangibles, empathy, reliability, responsiveness, assurance*. The dependent variable is the user satisfaction. With descriptive analysis technique, the average percentage of the servqual variable is on good category, also the percentage of user satisfaction variable is on good category. The results showed that the independent variable servqual has effect simultaneously on the dependent variable users satisfaction in the amount of 33.4%, while the remaining 66,6% are influenced by other factors beyond the variables. Suggestions in this research is that further research can take a larger sample in order to provide a more representative research related to user satisfaction and can provide better service to end users.

Keywords: Service Quality, *Tangibles, Empathy, Reliability, Responsiveness, Assurance,* **Users Satisfaction**