

## ABSTRACT

*Bata Shoes is one of the companies that was once the market leader in Indonesia, but with the many new brands that have sprung up, Bata shoes are forgotten by their fans. However, the customer is still not satisfied with the Bata Indonesia Shoes product, where the service provided is still not good. The purpose of this study was to determine the effect of tangible, reliability, responsiveness, assurance and empathy on customer satisfaction at Shoes Bata Indonesia.*

*The method used in this research is quantitative. Quantitative method is research that uses statistical procedures from measurement quantification to obtain research results. The types of this research are descriptive research and casual research. The scale used is a Likert scale, the research population is approximately 900 customers per month in Shoes Bata Medan City so that the sampling with the slovin formula is 100 respondents. Data collection with primary data consists of interviews, questionnaires and observations as well as secondary data. Data analysis techniques with validity and data quality test, multiple linear regression, classical assumption test, and hypothesis testing.*

*The results showed that all questionnaire items had valid results, while the results of the reliability test for tangible, reliability, responsiveness, assurance, empathy and customer satisfaction variables were reliable (Cronbach Alpha > 0.6). The results of the classical assumption test show that normality has a normal distribution and the heteroscedasticity test shows that there are no symptoms of heteroscedasticity. Partially it was concluded that tangible had a positive and significant effect on customer satisfaction, where  $t_{count} 3.675 > t_{table} 1.985$  and significant  $0.000 < 0.05$ . Reliability has a positive and significant effect on customer satisfaction, where  $t_{count} 3.718 > t_{table} 1.985$  and significant  $0.000 < 0.05$ . Responsiveness has a positive and significant effect on customer satisfaction, where  $t_{count} 3.626 > t_{table} 1.985$  and significant  $0.000 < 0.05$ . Assurance has a positive and significant effect on customer satisfaction, where  $t_{count} 3.958 > t_{table} 1.985$  and significant  $0.000 < 0.05$ . Empathy has a positive and significant effect on customer satisfaction, where  $t_{count} 2.653 > t_{table} 1.985$  and significant  $0.002 < 0.05$ . Tangible, reliability, responsiveness, assurance and empathy have a positive and significant effect on customer satisfaction, where  $F_{count} 140.546 > F_{table} 2.31$  and significant  $0.000 < 0.05$ . The ability of customer satisfaction can be explained by job satisfaction of 88.2%, and the remaining 11.8% is explained by other variables outside the scope of research that were not carried out. Suggestions that can be submitted so that company leaders should pay attention to the waiting room provided must be comfortable and adequate.*

*Keywords: Tangible, Reliability, Responsiveness, Assurance, Empathy and Customer Satisfaction*