ABSTRACT

FauziyahLailatul, 2013, Thesis. The title "The Effect of Service Quality Of Customer Satisfaction In THE BANK INDONESIA PT CAPEM Unit KANDAT KEDIRI

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Basically the service is the most important factor in determining customer satisfaction. BRI is the first state-owned bank in the Republic of Indonesia. This is evidenced by the many owned subsidiary BRI. With many branches BRI BRI which proves that the bank is able to provide the level of service to the community. One could attempt to obtain or retain customers is by way of a quality service to customers, and the service is not only limited understanding customer needs are met but until satisfaction personally.

This study aims to determine the services that the dominant variable affecting customer satisfaction levels in the BRI Unit CAPEM KANDAT KEDIRI. This research is a quantitative study using multiple regression analysis. In this case the researchers describe the quality of service to customer satisfaction. Quality and customer satisfaction obtained from the spread of a number of questionnaires to BRI customers.

Quality of service (X) which consists of tangible/Physical Evidence (X1), Reability/Reliability (X2), Responsive/Responsiveness (X3), assurance/warranty (X.4) and Empathy/Individual Attention simultaneously and partially positive effect the Customer Satisfaction (Y) on the BRI Unit CAPEM KANDAT KEDIRI. Variabel Tangible/physical evidence (X1) the dominant influence on Customer Satisfaction (Y) on the BRI Unit CapemKandat. There is a simultaneous effect of the variable quality of service that is represented by direct evidence, reliability, responsiveness, assurance, and empathy influence on customer satisfaction in the BRI Unit Capem Kandat.