

ABSTRACT

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

Supervisor : Yayuk Sri Rahayu , SE .. MM .

Keywords : Tangible , Reliabiliti , Responsiveness , Assurance , Empathy

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 Empaty / 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 .