

## **ABSTRACT**

# ***THE INFLUENCE OF BRIMO'S SERVICE QUALITY, PROMOTION MIX AND LEVEL OF COMPETITION ON CUSTOMER SATISFACTION***

***(Survey of BRIMO user customers  
BRI Brand Office Tasikmalaya)***

***By:***

**Andris Alfanur Rosid**

**208334044**

***Advisor 1 : H. Deden Mulyana***

***Advisor 2 : Ade Komaludin***

*This study aims to determine and analyze: the quality of BRIMO services, the promotion mix and the level of competition on customer satisfaction at BRI Tasikmalaya Branch Office either partially or jointly. The population in this study were BRI customers at the Tasikmalaya Branch Office, totaling 6,247 customers. The samples taken from this study were 375 customers. by using accidental sampling technique. The analysis tool uses the Software Statistical Program for Social Science (SPSS V.20). BRIMO's service quality is in the very good category, the promotion mix is in the very good category, the level of competition is in the good category and customer satisfaction is in the very good category. The results showed that BRIMO's service quality, promotion mix and level of competition had a positive and significant effect on customer satisfaction both partially and collectively.*

***Keywords: BRIMO service quality, promotion mix, level of competition, and satisfaction***