

ABSTRACT

THE INFLUENCE OF SERVICE QUALITY ON CUSTOMER SATISFACTION AT PT BANK RAKYAT INDONESIA TBK (PERSERO) GUNUNG PERENG TASIKMALAYA UNIT OFFICE

BY:

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Service quality is one of the benchmarks in customer satisfaction, the goal is that the service provided will be an added value to the company. Services that can make customers satisfied include the following; tangible evidence, reliability, responsiveness, assurance, and empathy. This study aims to determine whether Service Quality affects customer satisfaction, the research method used is a causal quantitative approach, and is categorized into explanatory in this study using a research instrument in the form of a questionnaire, the sampling technique used is quota sampling using the slovin formula which gets 80 respondents. For data analysis using validity and reliability instrument tests, simple linear regression tests, coefficient correlation tests, determination correlation tests, and t-tests. Based on the results of the data analysis, this study shows that there is an influence between the Service Quality variable on customer satisfaction at Bank Rakyat Indonesia Gunung Pereng Tasikmalaya Unit Office of 73.2% and a significant value of $0.000 < 0.05$.

keywords: *Service Quality, Customer Satisfaction*