

ABSTRACT

THE EFFECT OF CUSTOMER SERVICE QUALITY ON CUSTOMER SATISFACTION CASE STUDY AT BANK BRI UNIT INDIHIANG

By:

Azril Arilian Priyatna

NPM 223404133

Guide I : Hj. Noneng Masitoh Ir., M.M.

Guide II : Deny Hidayat S.E., M.M.

This study aims to examine the quality of Customer Service, the level of customer satisfaction, and to analyze the effect of Customer Service quality on customer satisfaction at Bank BRI Unit Indihiang. This research is based on the important role of Customer Service as the frontline of banking services in facing industry competition and maintaining customer loyalty. The research method employed is a quantitative descriptive method with an associative approach. The population of this study consists of customers of Bank BRI Unit Indihiang, with the sampling technique using non-probability sampling through quota sampling. Data were collected through the distribution of closed-ended questionnaires and analyzed using validity tests, reliability tests, classical assumption tests, simple linear regression analysis, hypothesis testing, and the coefficient of determination with the assistance of SPSS software. The results indicate that the quality of Customer Service at Bank BRI Unit Indihiang is categorized as good, with assurance and reliability as the most prominent dimensions. The level of customer satisfaction is also considered high, particularly in terms of service timeliness. The findings show that Customer Service quality has a positive and significant effect on customer satisfaction. Based on these results, it is recommended that Bank BRI Unit Indihiang continuously improve the quality of Customer Service, especially in terms of service timeliness and responsiveness, in order to enhance customer satisfaction and customer loyalty.

Keywords: Service Quality, Customer Service, Customer Satisfaction