

## **ABSTRACT**

*Indonesia economic's development, especially in the service sector creates a tight competition no exception in the banking sector, where the competition in the banking world no longer relies on the product but rather relies on the service. Therefore, the service excellence of Bank Sulselbar should be increased , especially in the front liner where this part has high frequency to interact with customers.*

*This study aimed to determine the effect of service excellence on front liner to the customer satisfaction in PT. Bank Sulselbar. This study use Johnston's service excellence model, that were delivering the promises, providing a personal touch, going the extra mile, and dealing well with problem and queries. Data collected through questionnaire spreading to 400 Bank Sulselbar's customers whom served by the front liner used convenience sampling method. Multiple regressions analysis method used to determine the relation of each variables in this study.*

*This empirical study concluded that the customer satisfaction to the service excellence PT. Bank Sulselbar affected by providing a personal touch, going the extra mile, and dealing well with problem and queries. While, delivering the promises founded not effected to the customer satisfaction in PT. Bank Sulselbar.*

*Keywords: delivering the promises, providing a personal touch, going the extra mile, dealing well with problem and queries, customer satisfaction*