

ABSTRACT

This study is motivated by the dissatisfaction of Kemang BRI customers on the teller services. There are things that cause teller less a place in the hearts of customers. From the foregoing that the service is not good to be the cause of dissatisfaction for bank customers. The method used is descriptive and causal. The population was BRI customers of Kemang, sampling study conducted by accidental sampling method, the number of respondents of 100 respondents. Then, for data analysis used descriptive analysis and multiple regression analysis to test the hypothesis using the F test and t test. Respondents regarding the quality of service teller is Good. F-test results showed that the quality of service simultaneously positive and significant impact on customer satisfaction. The results of t-test showed that there are three variables partially positive and significant influence of variable Reability, assurance and empathy, while the variables of tangibles and responsiveness are not positive and significant impact. The coefficient of determination is 61.9%, which means that the influence of the teller service quality on customer satisfaction is of 61.9% while the remaining 38.1% is influenced by another factors not examined in this study.

Key words : Service Quality, Customer Satisfaction, Multiple Linear Regression.