

## ABSTRACT

Bank is a financial institution that has a very important role in developing the economy and national development. The main activity of banking is to absorb funds from the community. Regional Development Bank of West Java and Banten, known as Bank BJB, is one of the West Java and Banten Provincial Government Commercial Banks in Indonesia which has the main customers in the form of individuals, employees, cooperatives, BUMD, BUMN, and other institutions both Government and Private. BJB Branch Batu Buah Bandung is one of the banks currently selected by many people to conduct financial transactions seen from the first order of Bandung branch office ranking. This research is conducted to measure the level of customer satisfaction on the quality of service that has been given BJB Branch Batu Buah Bandung.

In this research there are five dimensions of service quality, reliability, responsiveness, assurance, empathy and tangibles. The sampling of the research was conducted using probability sampling method, with the sample number of 100 respondents. To analyze the data used analysis of customer satisfaction index and method of Importance Performance Analysis (IPA).

The conclusion of this research concerning BJB customer expectation of Buah Batu Branch is in accordance with percentage 79,86%. While the customer perceptions on the performance that has been given BJB Buah Batu Bandung Branch is satisfactory with the percentage of 80.52%. The level of customer satisfaction on performance is 4.02, while the expected level of 3.92 can be interpreted that the interest has been in accordance with the performance that has been given. There are 6 aspects that need to be improved to improve customer satisfaction on the quality of service BJB Branch Batu Buah Bandung.

**Kata Kunci:** Importance Performance Analysis (IPA), Customer Satisfaction, Service Quality.