

ABSTRACT

Based on BPS data from Bandung City in 2017 motor vehicles owned by Bandung residents were 1,716,698 vehicles. Owning a motorized vehicle is closely related to motor vehicle tax payments every year. Bank BJB as a regional bank in Bandung that offers solutions for every citizen in paying motor vehicle tax with existing T-Samsat products by the end of 2015. However, based on the database of Bank BJB Main Branch of Bandung City (BJB Green), Bank BJB customers who use T-Samsat products amounted to 175 out of 6,229 T-Samsat product customers in all BJB Bank offices. Therefore, this research aims to see how much influence is given by the service quality of Bank BJB T-Samsat products of the Main Branch of Bandung City to customer satisfaction with T-Samsat products.

This research uses descriptive quantitative method with simple linear analysis to answer all the problems in this research. The sample taken in this research using purposive sampling as many as 100 samples with the criteria of respondents already have ID cards, taxpayer community, Bank BJB customers and non-customers.

Based on the results of the t test, there is an effects between service quality on customer satisfaction at PT. Bank Pembangunan Daerah Jawa Barat dan Banten (BJB). Service quality on T-Samsat products has an effect on customer satisfaction by 45.02%, while the remaining 54.98% is explained by other variables not examined in this research.

Keywords: T-Samsat, Service Quality, Customer Satisfaction