

ABSTRACT

PD. BPR Kota Bandung is a state-owned enterprise that is expected to increase the economic development of the city of Bandung, one of which can expand job opportunities and strive through the distribution of credit with competitive interest and collateral that is not Incriminating. The effort to give credit today continues to grow rapidly especially in PD. BPR Bandung so as to spark competition between banks to develop its credit business well. In addition, a lot of competition is forcing the banking industry to find the most appropriate strategy in winning market competition, one of them by creating customer satisfaction. Therefore, PD BPR Kota Bandung strongly prioritizes the quality of service and excellent facilities that are not owned by other competitors and certainly result in the satisfaction gained by the customer.

The purpose of this research is to know how much the influence of quality of service on customer satisfaction (case study in the BPR PD. In the simple market of Bandung in 2019). The data collection techniques in this study used a questionnaire that was spread to 100 respondents in PD. Simple market Bank of Bandung. The data analysis technique used is a simple regression with the variables researched is quality service and customer satisfaction. Based on descriptive analysis reveals the value of Service Quality of 80.69 (High) and the value of Customer Satisfaction of 83.92 (Very High). While the Effect of Service Quality on Customer Satisfaction is 8.4 while the remaining 91.6 is explained by other variables not explained in the model proposed in this study.

Keywords: Service Quality and Customer Satisfaction.