

ABSTRACT

This study discusses the influence of Costumer Service Interpersonal Communication on customers of bank bjb Sumedang Branch Office. The purpose of this study was to determine the effect of interpersonal communication performed by customer service on customer satisfaction at bank bjb Sumedang Branch Office. This research is a research using quantitative methods, with the type of research used is causal. The sample was taken using non-probability sampling with purposive sampling type with a total number of responses are 100 people with the characteristics of being customers of bank bjb Sumedang branch office. Furthermore, the data analysis technique used in this study is the Structural Equation Model (SEM). Based on the results of testing the hypothesis, there is an influence on Interpersonal Customer Service Communication on customer satisfaction of bank bjb Sumedang branch office. The results of this study showed that the sub-variable supportiveness had the greatest influence on the Interpersonal Communication variable. Meanwhile, on the variable Costumer Satisfaction, the appropriate service dimension has the greatest influence than the other dimensions

Keyword: Interpersonal Communication, Costumer Service, Costumer Satisfaction