

ABSTRACT

Banking plays an important role as an intermediary that connects people with various types of financial services. Data show that Indonesia's banking business has experienced rapid growth due to economic growth and increasingly tight competition. Customer service and satisfaction are essential to gaining and enhancing public confidence in a banking business. Bank Mega Branch Trans Studio Mall Bandung, one of the leading banks in Indonesia, should pay attention to the quality of service and customer satisfaction in order to maintain and enhance the trust of its customers.

The study aims to study how the quality of service affects customer satisfaction at Bank Mega Branch Trans Studio Mall Bandung, with employee performance as an intervening variable. In addition, the study also aims to provide advice to Bank Mega Branch Trans Studio Mall Bandung on how to improve their customer service and satisfaction.

The phenomena in this study are explored by case study methods. The data collection technique is a survey through a questionnaire distributed to 367 customers of Bank Mega Branch Trans Studio Mall Bandung. Data in analysis using classical assumption tests and path analysis.

This research has contributed to the development of management science, especially in the field of marketing and customer service. In addition, this research can help Bank Mega Branch Trans Studio Mall Bandung improve customer service and satisfaction.

The results of the research show that the quality of service and employee performance have a positive and significant impact on customer satisfaction. In addition, employee performance serves as an intervening variable that mediates the relationship between service quality and customer satisfaction.

Keywords: Customer Satisfaction, Employee Performance , Quality of Service.