

## ABSTRACT

*Competition in today's business world is increasingly tight. It is also felt among business people in banking who are required to have a better quality of service. Bank DKI is a Commercial Bank Owned Jakarta Government must also be able to compete in a competitive business by improving the service quality.*

*The research was conducted to determine the effect of banking service quality to customer satisfaction levels of Bank DKI Cabang Pembantu Pasar Induk Kramat Jati. There are six variables of Banking Service Quality (BSQ) used are effectiveness and assurance, access, price, tangible, service portfolio and reliability based on research conducted by Bahia and Nantel (2000).*

*The data used in this study are of primary acquired through field survey using a questionnaire and convenience sample of customers of Bank DKI Cabang Pembantu Pasar Induk Kramat Jati funding as much as 100 respondents using quantitative data analysis. Quantitative analysis includes: test validity and reliability, the classical assumption test, multiple regression analysis, hypothesis testing via *t* test and *F* test. Qualitative analysis is an interpretation of the data obtained in this study and the results of data processing that have been implemented by giving a description and explanation.*

*The *F* test results showed that the BSQ simultaneously has the effect of 64,32% on customer satisfaction. *T* test results showed the influence of variable effectiveness and assurance amounted to 14.4%, the access of 36.7%, tangible 14.4%, service portfolio 11% and reliability by 21.7%, while the price variable has no effect.*

*From the results of this study concluded that simultaneous BSQ effect on customer satisfaction. While partially variable effectiveness and assurance, access, tangible, service portfolio and reliability have positive significant effect on customer satisfaction, however, the price variable is not positive and significant impact on customer satisfaction.*

**Keywords:** *Banking Service Quality, Customer Satisfaction, Banking*