

## **ABSTRACT**

*BCA Bank is one of the private banks in Indonesia. Bank BCA is one of the leading banks in Indonesia that focus on transaction banking business and provide credit facilities for corporate, commercial and SME. In terms of assets in 2015, BCA is still below the government-owned two large banks, namely Bank Mandiri and Bank Rakyat Indonesia (BRI). One effort to improve BCA customer satisfaction is by improving the quality of call center services named halo BCA. Improving call center services quality of halo BCA is expected to improve customer satisfaction. BCA needs to improve customer satisfaction of BCA bank by call centers halo BCA. This study aims to explain the call center services quality of halo BCA; describes the BCA bank customers' satisfaction; and describes how much the influence of call center services quality of halo BCA to customer satisfaction of BCA bank.*

*The method used is descriptive research and verification. Data were obtained from questionnaires. Unit samples in this study are customers of BCA bank at Jalan Abdul Rachman Saleh totaling 125 customers. The results of questionnaire treated by Microsoft Excel 2010 and SPSS 21:00. Data analysis techniques used in this study is a simple linear regression with the help of computer software SPSS 21:00.*

*According to the research found that the call center quality services of halo BCA is in a high category; customer satisfaction of BCA bank is in a quite high category. The results of this study also found that the quality of call center services halo BCA positive and significant impact on customer satisfaction of BCA bank.*

**Keywords: Service Quality and Customer Satisfaction**