

## **ABSTRACT**

*Research topic of this final task is analyze about the quality of services in bank BRI unit Margacinta, Bandung, based on SYSTRA-SQ model which consists of four dimensions, namely service quality system, behavioral service quality, machine service quality and service transactional accuracy. Then, the four dimensions is tested their influence to perceived service value to know how big the value of the benefit that is felt by the customer.*

*Overall, the quality of services provided by the bank BRI unit Margacinta not fit expectations. This can be shown by the average value of the customer perception of service level expectations for 4.93 and 3.20 level for the performance, giving rise to a negative gap of -1.73. The biggest gap in the quality of value owned by the dimensions of service transactional accuracy, which is equal to -1.74 while the lowest is Behavioral dimensions of service quality that is equal to -1.50. Test results from the influence of mind that there are three dimensions that affect the perceived service value namely behavioral service quality, machine service quality and service transactional accuracy. Thus, the bank BRI unit Margacinta need to pay attention to the third dimension in the delivery of services without ignoring the dimensions of service quality system because the last dimension not considered optimal in providing benefits to customers. From the testing and measurement of influence, it can be recommended to improve the quality of service bank BRI Margacinta unit.*

*Keywords : SYSTRA-SQ, BRI service quality, perceived service value*