

ABSTRACT

Competition in the business world is increasingly tight. This is also felt by businessmen in the banking sector who are required to have a better quality of service so as to satisfy customers' satisfaction. Bank bjb is a Bank Owned Provincial Government of West Java and Banten Provincial Government must also be able to compete in a competitive business by improving the quality of service quality.

This research aims to find out how Service Quality Bank bjb branch of Buah Batu Bandung, with Service Quality dimension Tangible (Physical Evidence), Emphaty (Empathy), Realibility, Responsiveness, Assurance by Fishbone Diagram. . The method used is qualitative method of research type descriptive analysis with survey approach.

The resource persons used are customer service. The amount of descriptive analysis on each dimension of Service Quality is Tangible 84,66%, Emphaty 87,75%, Realibility 85,83%, Responsiveness equal to 85,58% and Assurance equal to 86, 50% overall have an average percentage of 86.00%. With the conclusion that its implementation has done very well. While the analysis of interviews that researchers have done is to determine the factors - factors that become problems and need to be addressed, the problem will be broken down into a number of related categories, including humans, materials, machines, work methods, and layout.

Keywords: *Service Quality, Tangible, Emphaty, Realibility, Responsiveness, Assurance, Fishbone Diagram*