

ABSTRACT

Service in the world of banking is a very important thing in determining the success of a company in facing competition. In providing services, the bank certainly requires all employees and personalities in it to provide the best service, especially customer service. Customer service that serves customers must have the ability to serve customers precisely and quickly. To increase customer satisfaction, customer service in dealing with customers always strives to attract attention and influence consumers. The purpose of this research is to find out and analyze the influence of interpersonal communication on customer service on customer satisfaction at the BCA Asia Branch of BCA Syariah Bank Bandung. The type of research used is associative research. Sampling is done by using incidental sampling type non-probability sampling on customers of Bank BCA Syariah Asia Bandung Branch, with a total of 100 respondents. The data analysis technique used is descriptive analysis and simple linear regression analysis. Based on the partial hypothesis test (t-test) customer service interpersonal communication has a significant effect on customer satisfaction Bank BCA Syariah Asia Bandung Branch at 77.2% and the remaining 22.8% is influenced by other factors such as service quality, promotion, etc.

Keywords: interpersonal communication, customer service, customer satisfaction