

The Influence of Service Quality on Customer Satisfaction at Bank Danamon Sudirman Bandung Branch

ABSTRACT

This study aims to determine how the service quality at Bank Danamon Branch Sudirman, knowing how customer satisfaction and knowing how much service quality affects customer satisfaction. The research method is carried out by quantitative methods, with data collection techniques through distributing questionnaires with the determination of respondents selected using non-probability sampling techniques. The data processing test technique was carried out by using simple linear regression, the coefficient of determination and hypothesis testing. The results showed that the service quality at Bank Danamon, Sudirman Branch, was quite good. Customer satisfaction at Bank Danamon, Sudirman Branch, is quite high. Service quality has an effect on customer satisfaction at Bank Danamon, Sudirman Branch, based on the results of statistical tests that show H_0 is rejected and H_a is accepted.

Key words: service quality, customer satisfaction, banking industry