

ABSTRACT

Service quality is one aspect that is important in a marketing well it's goods or services. Service quality is a level of excellence that is expected and control over the level of excellence to meet the wishes of the customer. If the service received appropriate and meet what to expect then the service is said to be good but on the contrary, if the service received is bad then the quality of service perceived negatively. This study aims to analyze the quality of service, namely: tangible, reliability, responsiveness, assurance, and empathy on customer BJB Gedebage Branch Office of the City of Bandung by using the SERVQUAL method.

The purpose of this study is to measure the service quality of existing on BJB Branch Office Gedebage, Kota Bandung 2021. The population in this research is the customer at Bank BJB Gedebage Branch Office of the City of Bandung with 100 customers that will be used as the sample. The type of research used in this research is descriptive research by using method quantitative.

Based on the use of the SERVQUAL method obtained the results of the measurement of service quality at BJB Gedebage Branch Office, including: tangible of 79,12%, and empathy of 77,56%, reliability of 80.8%, responsiveness of 76,76%, and assurance of 80%. From the results of this study it can be concluded that service quality in Branch Offices BJB Gedebage, Bandung 2021 performing well.

Keywords : Service Quality