**ABSTRACT**


A company will be pressed for give service excellent to the customer because competition in the banking industry too high. Factors to increase service quality are interdepartemental interactions, marketing information system and environmental scanning. With increasing service quality to the customer will be pushed company performance

This study tries to find out whether interdepartemental interactions,marketing information syistem and environmental scanning influence service quality and what the influence of service quality is to ward company peformance.

The method for analysis used for this study was Structural Equation Model (SEM), by which 4 hypoteses were tested. The Computation of model, by using the goodness of fit, showed acceptable result : $\chi^2$ (*Chi-Square*) = 99,002 ; GFI *(Goodness of Fit Index)* = 0,929 ; RMSEA (*Root Mean Square Error of Approximation*) = 0,034 ; TLI (*Tucker Lewis Index*) = 0,977, and CR (*Critical Ratio*) $\geq$ 1,96.

The testing of hypoteses showed there was  positive influence between, interdepartemental interactions,marketing information syistem and environmental scanning to increase service quality with standardized regression weight 0,349; 0,386; 0,246. The service quality also had real effect on the company performance with standardized regression weight 0,373. Marketing information system have most effect with service quality.