

ABSTRACT

In order to reach customer more broadly, BNI delivers an innovation through the Agen46 product, which acts as a partner in providing services needed by the BNI customers. The problem is how to increase customer satisfaction which will have an impact on transaction decisions at Agen46 BNI Pati Branch. The variables data in this research were obtained through interviews using a questionnaire given to one hundred BNI Agen46 customers who made transactions at Agen46 BNI Pati Branch. The data is then processed using the SEM analysis technique with the AMOS analysis tool. The results of this study indicate that product quality, service quality, and price have a positive effect on customer satisfaction, and customer satisfaction has a positive relationship with transaction decisions.

Keywords: *Product quality, service quality, price, customer satisfaction, transaction decision.*