

ABSTRACT

Currently, service companies are growing. One of them is Bank Syariah Indonesia Semarang. The existence of this growth has created to increasing fierce competition so to be able to compete, retain and acquire customers, Bank Syariah Indonesia Semarang must take attention of service quality to achieve customer satisfaction. This study aims to analyze the effect of independent variables which are compliance, assurance, reliability, tangible, empathy, and responsiveness on customer satisfaction as a dependent variable Bank Syariah Indonesia Semarang.

The study uses multiple linear regression analysis techniques and data testing using the SPSS Statistics 23 Program. The population in this study is customers of Bank Syariah Indonesia Semarang. Samples were taken as many as 100 peoples using purposive sampling and the data collection method in this study was carried out through a questionnaire.

The results showed that partially compliance, tangible, and responsiveness had no effect on customer satisfaction Banks Syariah Indonesia Semarang. Meanwhile, assurance, reliability, and empathy have a positive and significant effect on customer satisfaction Bank Syariah Indonesia Semarang. Simultaneously, compliance, assurance, reliability, tangible, empathy, and responsiveness have a positive and significant effect on customer satisfaction Bank Syariah Indonesia Semarang. Value of R square score is 0,809 shows that 81 percent of customer satisfaction can be explained by independent variables and the rest 19 percent explained by other factors outside this study.

Keywords: compliance, assurance, reliability, empathy, tangible, and responsiveness, customer satisfaction.