

## **ABSTRACT**

*Competition in today's business world is increasingly tight. It is also felt among business people in banking who are required to have a better quality of service.*

*This study aims to research how much influence of the core quality service and peripheral quality service to customer satisfaction BNI Undip Semarang. The population in this study are all of BNI Undip customers. The sample in this study were randomly conducted using non probability sampling technique and accidental sampling method. The analysis used in this study include test validity, test reliabilitas, classical assumption test, multiple linear regression analysis, and hypothesis testing including t test, F test, and the coefficient of determination (R<sup>2</sup>).*

*From the regression analysis equation was obtained as follows,*

$$\mathbf{Y = 0,286 X_1 + 0,456 X_2}$$

*It means that all independent variables, the core quality service and peripheral quality service have a positive influence on the dependent variable, customer satisfaction. The independent variable is the most influential of the dependent variable is the variable peripheral quality service (0,4568), followed by a variable core quality service (0,286 ). And the coefficient of determination (adjusted R<sup>2</sup> ) is 0,362. This means that 36,2% customer satisfaction is affected by variable core quality service and peripheral quality service. While the remaining 63,8% is influenced by other variables that are not addressed in this study.*

*Key word : customer satisfaction, core quality serice, peripheral quality service*