

ABSTRACT

The aim of this research is to investigate the influence of core service quality, and periphery service quality, toward customer satisfaction. The usage of these variables are able to solve the arising problem within customers of PT. Bank CIMB Niaga Cendrawasih Semarang.

Population used in this research were 100 customers of PT. Bank CIMB Niaga Cendrawasih Semarang. The analysis technique using Statistical Package Social Science (SPSS) software to analyze the data.

The analysis results shows that influence of core service quality, and periphery service quality, have influence in customer satisfaction. The effect of core service quality on customer satisfaction are positive significant; and The effect periphery service quality on customer satisfaction are positive significant.

Key words : core service quality, periphery service quality, and customer satisfaction.