

## **ABSTRACT**

*This study was conducted to determine the study of customer satisfaction in the decision process on recredit at the bank **bjb** Garut Branch. The results of these studies are used to take company policy in the future so that it can maintain and improve core services, peripheral services and corporate image to customer satisfaction in deciding repayments so that they can continue to survive in the increasingly tight competition.*

*The research data was collected from 180 consumptive credit customers of bank **bjb** Garut Branch. Sampling in this study uses a non probability sampling technique. The technical analysis in this study uses the Structural Equation Model in the AMOS program after previously conducted Confirmatory Factor Analysis.*

*There are four hypotheses tested in this study, and three hypotheses are accepted, core service quality has a positive effect on customer satisfaction, the company image has a positive effect on customer satisfaction and customer satisfaction in the decision to take credit again. While the quality of peripheral services does not have a positive effect on customer satisfaction*

*Keywords: Core service quality, peripheral service quality, image company, customer satisfaction and repeating credit decision making.*