

## **ABSTRACT**

*In this era of increasingly competitive global financial environment, implementing relationship marketing (RM) practices is an effective way for banks to nurture long-term relationship with their customers. This study aims to analyze the influence of product quality, quality of customer-employee interaction, and bank image to customer satisfaction. Respondents are customer Mandiri bank in Semarang. Research instrument is Likert Scale Questioner. To test questioner validity use factor analysis, to test questioner reliability use standard of alpha 0.6. To test the partial effect use t test, and to test model use coefficient of determinacy Adjusted R square.*

*The Result of the study show that product quality has positively significant effect to customer satisfaction with t value of 5.524 and significance  $0.000 < 0.05$ . Quality of customer-employee interaction has positively significant effect to customer satisfaction with t value of 4.710 and significance  $0.000 < 0.05$ . bank Image has positively significant effect to customer satisfaction with t value of 7.145 and significance  $0.000 < 0.05$ . Adjusted R square value is 0.657, it means that the influence level of product quality, quality of customer-employee interaction, and bank image to customer satisfaction equal to 65.7%, and the rest of 65.7% influenced by other variables that do not entered into study.*

*Keyword : Product quality, Quality of customer-employee interaction, Bank image, Customer satisfaction.*