

ABSTRACT

Customersatisfaction is a top priority in this study because the level of competition is more intense among banking companies in Indonesia. The main thing for the company to survive, compete and dominate the market then the performance of the service should be improved and enhanced. Companies must pay attention to the things that are considered important by customers, so that customers feel satisfied and do not switch to a competitor (customer switching). Therefore this study raised the issue of the performance of services by PT. Bank BRI Branch Kendal, with the aim to determine the effect of service performance which consisted of Physical Evidence / Tangibles, Reliability / Reliability, Power Response / Responsiveness, Security / Assurance, and Attention / Empathy for customers satisfaction of bank PT. Bank BRI branch Kendal.

Sampling technique used is Accidental Sampling. The analysis technique used is the Multiple Linear Regression Analysis to determine the effect of the studied and to determine which variables are the most powerful influence on customer satisfaction. In Multiple Linear Regression Analysis Assumptions used classical test multicollinearity, autocorrelation, heteroscedasticity, and normality.

From these results it can be seen that there is a positive effect of service performance which consisted of Tangibles, Reliability, Responsiveness, Assurance, and Empathy towards customer satisfaction, with the dominant variable is Variable Assurance.

Keywords: Service Performance, Customer Satisfaction, Multiple Regression Analysis