

## ABSTRACT

The purpose of this research are to analyze the influence between of location, promotion, product and the service quality with ATM BNI Bank customer satisfaction around in Jakarta / Mayoran Area in partial and simultaneous" This research method uses a descriptive qualitative research approach with sampling method simple random sampling technique with the number of respondents as much as 50 people" The result of correlation analysis we can conclude that there are partial significant positive connection between location, promotion, product and service quality with customers satisfaction of ATM BNI Bank user in Jakarta / Mayoran Area where variable of service quality most dominant influence customer satisfaction ATM BNI Bank user in Jakarta / Mayoran Area" Simultaneously, the result of data analysis using ( t test shows that customer satisfaction is influenced by location, promotion, product, and service quality variable"

Keywords ) \*customers' satisfaction, location, promotion, product and service quality"



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## ABSTRAK

Penelitian ini bertujuan untuk menganalisa pengaruh variabel lokasi, promosi, produk, dan kualitas layanan baik secara parsial dan simultan terhadap kepuasan konsumen nasabah ATM Bank BNI di Wilayah Jakarta Timur. Metode penelitian yang digunakan adalah pendekatan deskriptif kuantitatif dengan pengambilan sampling secara simple random sampling dengan jumlah responden sebanyak 100 orang. Hasil analisa korelasi didapatkan bahwa secara parsial variabel lokasi, promosi, produk, dan kualitas layanan mempengaruhi secara positif dan signifikan terhadap kepuasan konsumen dimana variabel kualitas layanan yang paling dominan mempengaruhi kepuasan konsumen pengguna ATM BNI di Wilayah Jakarta Timur. Secara simultan, hasil analisa data dengan menggunakan uji t menunjukkan bahwa kepuasan konsumen dipengaruhi oleh variabel lokasi, promosi, produk, dan kualitas layanan.

Kata Kunci: Kepuasan Konsumen, Lokasi, Promosi, Produk dan Kualitas Layanan



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