

ABSTRACT

Bank DKI Unit Sharia is a bank which should be ready in the face of increasingly competitive due to the threat of competitive struggle for clients who are always facing in sight. It takes this study aimed to determine the effect of brand image, promotion and purchasing decisions toward customer satisfaction in DKI Bank Unit Sharia. This study uses a quantitative approach. This study population throughout existing customers of Bank DKI Sharia Wahid Hasyim Branch. The sampling technique used is convenience sampling, by using a Hair sample of 205 customers found as respondents. Respondents were selected because of their presence at the time and place where research is being conducted. The research was conducted in Jakarta in January 2015. Research analysis used multiple linear regression that the results showed that the brand image, promotion and purchasing decisions positive effect on customer satisfaction, so it is recommended in the management of PT Bank DKI that to improve customer satisfaction, by improving the image of the bank's products, the role of public relations as well as factor individual customers.

Key word : brand image, promotion, purchasing decisions, customer satisfaction

ABSTRAK

Bank DKI Unit Syariah merupakan bank yang harus siap dalam menghadapi persaingan yang semakin kompetitif seiring dengan ancaman persaingan perebutan nasabah yang selalu menghadang di depan mata. Dibutuhkan penelitian ini yang bertujuan untuk mengetahui pengaruh *brand image*, promosi dan keputusan pembelian terhadap kepuasan nasabah di Bank DKI Unit Syariah. Penelitian ini menggunakan pendekatan kuantitatif. Populasi penelitian seluruh nasabah existing Bank DKI Cabang Syariah Wahid Hasyim. Teknik sampling yang digunakan adalah *convenience sampling*, dengan menggunakan Hair ditemukan sampel sebesar 205 nasabah sebagai responden. Responden dipilih karena keberadaan mereka pada pada waktu dan tempat di mana riset sedang dilakukan. Penelitian di lakukan di Jakarta pada bulan Januari 2015. Analisa penelitian digunakan regresi linear berganda yang hasil penelitian menunjukkan bahwa *brand image*, promosi dan keputusan pembelian berpengaruh positif terhadap kepuasan nasabah, sehingga disarankan pada manajemen PT Bank DKI untuk meningkatkan kepuasan nasabah, dapat dilakukan dengan meningkatkan citra produk bank, peranan *public relation* maupun faktor individu nasabah.

Kata kunci : *brand image*, promosi, keputusan pembelian, kepuasan nasabah