

## *ABSTRACT*

The objective of this research is to find out the effect of bank deposit services quality consist of tangible, reliability responsiveness, assurance, and empathy against customer satisfaction in Bank Rakyat Indonesia Serang's Branch. The research population is 19.251 BRI Serang's Branch customers who using services products in rupiah currency. To determine the number of research samples using the Slovin formula Omar Husein and obtained the total samples is 140 customers.

Variables in this research consist of quality services as the independent variable and customer satisfaction as the dependent variable. The data collection methods are survey and documentation. In analyzing research data, percentage descriptive analysis and multiple regression analysis was implemented. The quality services dimensions include tangible, reliability responsiveness, assurance, and empathy, each dimension has a partially significant impact on customer satisfaction. Effect value of service quality dimensions against customer satisfaction is 61.8%. The most influenced dimensions is assurance and the smallest effects are tangible and reliability. The effect value of assurance for customer BRI Serang's satisfaction is 41.6%.

U N I V E R S I T A S  
M E R C U B U A N A