

## **ABSTRACT**

*This study aims to analyze the influence of service quality, promotion and brand image to customer satisfaction at Bank Artha Graha Branch Office Sudirman in Jakarta. The type of this research is descriptive research and one time study with causal quantitative analysis. Sampling technique using non probability sampling by using purposive sampling technique or sampling based on certain characteristics. This research was conducted by questionnaire method to 99 consumers of Bank Artha Graha Branch Office Sudirman in Jakarta. Then the analysis of the data obtained in the form of quantitative and qualitative analysis. Quantitative analysis includes validity test and reliability test, classical assumption test, multiple regression analysis, t-test, coefficient of determination  $R^2$  and F-test. The results showed that the value of  $R^2$  of 0.820 indicates that independent variables consisting of service quality, promotion and brand image, can explain the dependent variable of consumer satisfaction of 82%. Simultaneously, the service quality, promotion and brand image simultaneously to customer satisfaction with F significance value of 0.000. Partially, service quality, promotion and brand image have positive and significant effect to customer satisfaction.*

**Keywords:** *service quality, promotion, brand image, and customer satisfaction*

## ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas layanan, promosi dan citra merek terhadap kepuasan nasabah Bank Artha Graha Cabang Sudirman. Jenis penelitian ini adalah penelitian deskriptif dan satu studi berjangka waktu dengan analisa kuantitatif kausal. Teknik pengambilan sampel menggunakan *non probability sampling* dengan menggunakan teknik *purposive sampling* atau pengambilan sampel berdasarkan karakteristik tertentu. Penelitian ini dilakukan dengan metode kuesioner terhadap 99 nasabah Bank Artha Graha Cabang Sudirman di Jakarta. Kemudian dilakukan analisis terhadap data-data yang diperoleh berupa analisis kuantitatif dan kualitatif. Analisis kuantitatif meliputi uji validitas dan uji reliabilitas, uji asumsi klasik, analisis regresi berganda, uji-t, koefisien determinasi  $R^2$  dan uji-F. Hasil penelitian menunjukkan bahwa diperoleh nilai  $R^2$  sebesar 0.820 yang menunjukkan bahwa variabel bebas yang terdiri atas kualitas layanan, promosi dan citra merek mampu menjelaskan variabel terikat kepuasan nasabah sebesar 82%. Secara simultan, kualitas layanan, promosi dan citra merek berpengaruh secara bersama-sama terhadap kepuasan nasabah dengan nilai signfikansi F yaitu sebesar 0.000. Secara parsial, kualitas layanan, promosi dan citra merek berpengaruh positif dan signifikan terhadap kepuasan nasabah.

**Kata Kunci :** kualitas layanan, promosi, citra merek dan kepuasan nasabah.