

ABSTRACT

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A long with high competition at service Sector Company is always required to continue to improve its consumer service. One of the ways able to win the competition is quality of service. The quality of service is an expected excellence act and operation to fulfill desire of consumer. The quality of service mainly focuses on a great effort to respond to desire consumers and also on accuracy in its operational realization of service quality to fulfill consumer expectation. There are two primary factors influencing the quality of service, *expected service* and *perceived service*. If the accepted service is reached, so the quality can be considered as good in perception. Variables of quality of service are *reliability*, *responsiveness*, *assurance*, *emphaty*, and *tangibles*. The object of this research is PT. Bank Syariah Mandiri, KCP Wirobrajan Yogyakarta.

This research is quantitative research by using survey method. Sampel uses *purposive sampling* concerning five times the amount of instrument equal to 100 responder. Technique of data collection employs questionnaire and Observation. An analysis to examine the influence between free variable and bound variable employs regression doubled linear analysis.

The results show that *reliability*, *responsiveness*, *assurance*, *emphaty*, and *tangibles* by *simultan* have significant effect to satisfaction customer of PT. Bank Syariah Mandiri, KCP Wirobrajan, Yogyakarta. By *parsial reliability*, *responsiveness*, *assurance*, *emphaty*, and *tangible* have also significant effect to satisfaction customer of PT. Bank Syariah Mandiri, KCP Wirobrajan. Among five variables the most dominant variable in its influence is *tangibles*.

Keywords : Quality of Service, Satisfaction of Customer.