

ABSTRAKS

Yuhana Umri (2013) Analysis of [is Quality Of Service To Satisfaction [of] Client (Study [At] Bank Bri Office Unit Kuwu Branch Purwodadi) Skripsi : Faculty Of Economics, Program Study Management, Devoted University [of] Kindness Surakarta.

This Research aim to to know influence of[is quality of service, satisfaction [of] [cutomer/ client], and [cutomer/ client] value to Bank People Indonesia Unit Kuwu service. this Data Research [is] collected from 100 [cutomer/ client] using Bank People Indonesia Unit Kuwu in last three months. intake [of] Sampel in this research use purposive technique and sampling convenience. Analysis which [is] used in this research cover validity test, test reliabilitas, and examination [of] hypothesis covering t test, test f.

Result of analysis obtained that Reliability variable (X1) have regresi coefficient equal to 0,356 t value [count/calculate] equal to 2,643 with signifikansi storey;level 0,018 (< 0.05). Responsiveness (X2) have regresi coefficient equal to 0,265 t value [count/calculate] equal to 2,395 with signifikansi storey;level 0,029 (< 0.05). Empathy (X3) have regresi coefficient equal to 0,360 t hitung value equal to 2,671 with signifikansi storey;level 0,017 (< 0.05). Assurance (X4) have regresi coefficient equal to 0,387 t value [count/calculate] equal to 2,882 with signifikansi storey;level 0,012 (< 0.05). Tangibel (X5) have regresi coefficient equal to 0,705 t value [count/calculate] equal to 10,013 with signifikansi storey;level 0,000 (< 0.05). From entire/all variable indicate that (X1, X2, X3, X4

And X5) having an effect on positive to satisfaction [of] client (Y) can be accepted.

Value Adjusted R square obtained equal to 0,539. Matter this means that 53,9% satisfaction [of] client (Y) can be explained by Reliability variable (X1), Responsiveness (X2), Empathy (X3), Assurance (X4), and Tangibel (X5). While 46,1 % can be explained by other causes

Keyword : Quality Of Service Have An Effect On Positive To Satisfaction [of] Client.