Agriculture is the key sector of economy of Indonesia. Adequate financing is essential for this sector. On the other hand, agriculture loan has not been optimally delivered. This study was designed to analyze the customer satisfaction of Kupedes agriculture loan service provided by BRI Unit, particularly to identify and to analyze the relationships of the components of the service that influence Kupedes agriculture loan’s satisfaction. This study analyzed the Kupedes agriculture loan service and its customer satisfaction index as well. Causal relationships among components of satisfaction represented by structural equation modeling used linear structural relationship (LISREL).

The results of this study show that all components (variables) have significant correlation so that quality of attributes within dimension of services, support facilities and product; influence customer satisfaction. Based on the penalty-reward analysis, diagonal analysis and customer satisfaction index; the most important attributes should be put more attention by BRI Unit manager are the overall services quality, office representative, term of loan and adequate credit plafond. This study also indicates that customer loyalty is the most important measurement indicator of customer satisfaction.