SUMMARY

RANO HENDRANATA SUHENDI. Analysis of Quality of Service Customer Satisfaction Agent BRILink Bank BRI. Supervised by SYAMSUL MA ARIF and KIRBRANDOKO.

Program development of financial inclusion is one government program to increase the number of users of financial services in Indonesia. Seeing these opportunities and challenges, Bank BRI, release BRILink products are using the principles of agency, sharing fee and already has features that complete withdrawal transactions at the Bank. The number of potential customers who are still very high and the awareness of the agent would be advantages to be gained from being BRILink Agent is a challenge for Bank BRI to improve the quality standards of its agents. Lack of understanding of the products available, understanding the technology used in the EDC, standardization of service of the Agent and the Agent locations BRILink BRILink are no closer to customers, prospective customers and communities is the problem arises at this time. This study aimed to analyze the level of interest and customer satisfaction factors marketing mix Agent BRILink and also analyzes the marketing mix factors which may affect the satisfaction pelangga Agent BRILink.

The method used in this research is Analysis Descriptive, Importance Performance Analysis (IPA) and Structural Equation Modeling (SEM). This Analysis Descriptive aims to describe statistical data in order to provide information that is presented in the form of charts, tables, concentration value and the value of the spread. Important studies using Performance Analysis (IPA) aims to determine the performance of customers' interests and BRILink Agent. While Structural Equation Modelling (SEM) is used in order to develop patterns of relatedness or causality of many related variables that will provide a more comprehensive picture in studying phenomena that arise.

The results show that the marketing mix factors that have high levels of interest and customer satisfaction is a tool or technology used BRILink quality, transactions performed on the agent BRILink always successfully, transactions can be done quickly, Transaction on BRILink easy to do, Agent BRILink has a good reputation, safe when making transactions in Agent BRILink, Agent BRILink knowledgeable about all products BRILink, Agent BRILink always be polite for interacting with consumers, when there is a problem in the transaction Agents BRILink can quickly solve them. As for the marketing mix factors of service quality dimensions that significantly affect customer satisfaction Agent BRILink is variable Empathy, for the other variables are also significantly affect customer satisfaction Agent BRILink. Based on the level of satisfaction can be ascertained so many customers BRILink who are willing to make the deal in Agent BRILink despite many attractive offers from Agent Behavior Clever, other than the customer Agent BRILink have recommended Agent BRILink to others and always talked about the experience of transacting in Agen BRILink place to transact.

Keywords : agent BRILink, Important Performance Analysis (IPA), marketing mix, service quality, Structural Equation Modelling (SEM)