

ABSTRACT

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ANALYSIS ON THE IMPACT OF FRONTLINER SERVICE'S QUALITY
DIMENSIONS TO CUSTOMERS' SATISFACTION

Keywords: Quality's Dimensions, Service, Satisfaction, Frontliner

(xiv+74+attachments)

This research aims to find out any impact of frontliner service's quality in terms of: reliability, responsiveness, assurance, empathy, and tangibles, to customers' satisfaction, and customers' satisfaction level about the service provided from PT Bank BNI, Senayan Main Branch.

The type of data is primary and secondary. The data used in this research was taken from questionnaires filled by PT Bank BNI Senayan Main Branch's Customers, and from literatures according to this research.

The result from this research shows that partially, the reliability variable has significant impact on amount of 21.2%, the responsiveness variable has significant impact on amount of 20.1%, the assurance variable has significant impact on amount of 20.5%, the empathy variable has significant impact on amount of 21.7%, and tangible variable has significant impact on amount of 15.3%. The concurrent test showed that the whole variable has impact on customers' satisfaction.