ABSTRACT

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THE EFFECT OF PRODUCT QUALITY, SERVICE QUALITY, TRUST, AND INTERPERSONAL COMMUNICATION OF CUSTOMER SATISFACTION AT BANK BCA, MARGO CITY BRANCH, DEPOK.

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Keywords: Product Quality, Service Quality, Trust, Interpersonal Communication, Satisfaction.

(v + 68 + Appendix)

The aim of this research is to know the effect of product quality, service quality, trust, and interpersonal communication of customer satisfaction at Bank BCA.

The methodology of this research is descriptive quantitative by collecting data from online questionnaire through google form. The population in this research is Bank BCA customer in Depok.

The technique of collecting data uses purposive sampling technique with 100 respondents. The result of this research shows there is an effect of product quality, trust, and interpersonal communication through satisfaction variable, while service quality has no effect through satisfaction variable.

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