

ABSTRACT

PERCEIVED EFFECT ON THE QUALITY OF SERVICE CONSUMER CONFIDENCE

(The case of the Customer's Savings Bank Jabar Banten Tasikmalaya Branch)

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Bank Jabar Banten Tasikmalaya Branch continues to improve services and performance. In the aspect of service quality dimensions Bank Jabar Banten Tasikmalaya Branch is committed to providing convenience in service, improve the quality of human resources, providing certainty and security for customers, attention to complaints and suggestions from customers and continue to improve facilities and infrastructure. but to date the Bank Jabar Banten branch Tasikmalaya persepsian not know the extent of its service quality to customers that can affect their confidence in Bank Jabar Banten branch of Tasikmalaya. Therefore, the study was conducted to determine the extent to which persepsian quality of service can affect customer confidence in Bank Jabar Banten branch of Tasikmalaya.

The research method used in this research is survey method explaniory, while the data collection tool is done by questionnaire.

The results of this study indicate that persepsian service quality has a significant effect on customer confidence in Bank Jabar Banten branch of Tasikmalaya

Based on the results of the research branch of Bank Jabar Banten Tasikmalaya must continuously evaluate the system in service, both in terms of improved quality of interaction, quality improvement and re-evaluation of the physical environment in terms of quality time in order to increase the trust of customers

Keywords: Perceived service quality, consumer confidence