

## **ABSTRACT**

*This study aims to analyze the influence of Flagship Branch innovation and service quality on the satisfaction of savings customers at BRI A. Rivai Branch Office, as well as to examine the role of age as a moderating variable in the relationship. The background of this study is based on the importance of banking service transformation in responding to changes in customer preferences, particularly through more innovative and customer experience-oriented approaches. The Flagship Branch innovation represents a hybrid service model that integrates digital technology, physical comfort, and personal touch to enhance customer satisfaction. This research uses a quantitative approach with data collected through questionnaires distributed to savings customers who have transacted at the Flagship Branch. The data analysis technique employed is Structural Equation Modeling using Partial Least Squares (SEM-PLS), which enables the simultaneous testing of relationships between latent variables and the moderating role of age. The results show that both Flagship Branch innovation and service quality have a positive effect on customer satisfaction. Moreover, age is found to moderate the relationship between innovation and customer satisfaction, especially among age groups that are more familiar with digital technology. This study contributes to the development of adaptive and personalized banking service strategies. The managerial implications direct banks to optimize service innovation and tailor it to the demographic characteristics of customers to create more satisfying experiences and enhance long-term loyalty.*

**Keywords:** *Flagship Branch Innovation, Service Quality, Customer Satisfaction, Age, SEM-PLS*

