

Abstract

Conditions of intense competition among banks to compete in the world of banking products and services offered. However, many products and services offered to customers of these banks do not necessarily match what the customer expected. The gap between the expectations of the product or service provided to customers who called with dissatisfaction and often lead to complaints that followed a reluctance to get back in touch with the bank. This study aims to prove the influence of core service quality and peripheral service quality in enhancing customer satisfaction Bank OCBC NISP branch Katamso Semarang.

Issue the proposed research to analyze the influence of core service quality and peripheral service quality to customer satisfaction either partially or jointly. To prove the existence of these linkages on the proposed regression models. The research sample was 100 respondents who are customers of Bank OCBC NISP branch Katamso Semarang.

The results of the regression analysis met the criteria goodness of fit index, where the rate coefficient of determination (Adjusted R Square) of 0.835. This means that the variable quality of core services (X1), and peripheral service quality (X2) has a contribution of 83.50% in explaining customer satisfaction (Y). While other factors that influence customer satisfaction has a contribution of $(100\% - 83.50\%) = 16.50\%$.

These results indicate that there is influence of the core service quality and peripheral service quality to customer satisfaction Bank OCBC NISP branch Semarang Katamso either partially or jointly.

Key words : quality of core service , peripheral service quality , customer satisfaction

