

ABSTRACT

The purpose of this research is to test the influence of technique competence, social competence, and effectiveness of communication on service quality at PT. Bank BRI Kanca Batang. Using these variables, that to solve many problem at PT. Bank BRI Kanca Batang.

The samples size of this research is 100 customers PT. Bank BRI Kanca Batang. Multiple linear regression analyzes using SPSS software, that used to the data analyze. The results show that the technique competence, social competence, and effectiveness of communication on service quality at PT. Bank BRI Kanca Batang.

The coefficient finding empiris of technique competence on service quality are 0,23; The coefficient finding empiris of social competence on service quality are 0,368; and the coefficient finding empiris of effectiveness of communication on service quality are 0,231.

Keywords: *Technique Competence, Social Competence, Effectiveness of Communication and Service Quality*

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