

ABSTRACT

This research aims to analyze the comparison of Service Quality between the Partnership branch network model and the Conventional Network at Bank XYZ. The background of this research is based on the development of Banking strategies in increasing service coverage through partnerships and the challenges in maintaining Service Quality standards that are in line with Conventional Networks.

The research method used is a quantitative method with a survey approach. Data was collected through questionnaires distributed to customers from both types of work networks. The Service Quality measurement instrument uses the SERVQUAL method which includes five dimensions: tangibles, Reliability, Responsiveness, Assurance, and empathy. In addition, statistical analysis was carried out to determine significant differences in perceived Service Quality between the two network models.

The results of the study indicate that there are differences in service quality between Partnership Branches and Conventional Branches at Bank XYZ in terms of tangible, responsiveness, empathy, reliability, and assurance. Service quality is proven to have an effect on the performance of Partnership Branches and Conventional Branches at Bank XYZ. This finding implies that Bank XYZ must develop different service strategies for each branch model in order to optimize customer satisfaction.

Keywords: *Service Quality, Partnership branch, Conventional Network, SERVQUAL, Banking.*

