

## **ABSTRACT**

*The purpose of this study was to determine the condition of People, Process and Customer Satisfaction, and to determine how much affect People and Process on Customer Satisfaction either simultaneously or partially in Bandung Post Office Branch Asia Afrika. The sample in this study amounted to 100 customers coming from the average number of customers per month who come to Bandung Post Office Branch Asia Afrika, of the total population is 27.611 customers. The method used is multiple regression analysis, multiple correlation analysis, coefficient of determination analysis either simultaneously or partially, and hypothesis testing with the F test and t test. Previously the first classical assumption test to determine the accuracy of linier regression analysis*

*The results showed the People that implemented at Post Office Branch Asia Afrika including the enough category, regarding Process in general respondents stated in enough category, and the Customer Satisfaction are in enough category. People and Process either simultaneously or partially have a significant affect on Customer Satisfaction. Simultaneously the effect is 42,5% and the remaining 57,5% is affected by other variables. Variables that affect dominant is Process.*

*Keywords: People, Process, and Customer Satisfaction.*