***ABSTRACT***

*Effectiveness of Interpersonal Communication in Improving Customer Satisfaction at Bank BCA Branch Kiaracondong Bandung aims to know how to run interpersonal communication in creating customer satisfaction.*

*The research method used is descriptive analysis method. Data collection techniques were conducted by literature study and field study in the form of observation, interview and questionnaire distributed at Bank BCA Branch Kiaracondong.*

*The result of research can be seen that the effectiveness of interpersonal communication at Bank BCA Branch Kiaracondong has been run effectively to improve customer satisfaction.*

*Obstacles that are experienced are still the lack of responsiveness of employees to the problems conveyed by customers related to the suitability of the procedures and desires of customers, the lack of employees provide an explanation that is easily understood by the customer.*

*The efforts undertaken to overcome these obstacles are by increasing the range of services through the ability of company employees in responding to customer complaints, and the Bank BCA Branch Kiaracondong provide training to every employee directly related to customers continue to always update the mastery of the material and information to be conveyed to the customer.*

*Suggestions that researchers say is to improve customer satisfaction should employees be given training to listen and listen to information as a whole what customers want and employees must be able to communicate effectively, can understand well customer cues and able to handle customer complaints professionally. Due to the establishment of effective communication with customers it indirectly makes customers feel comfortable not only feel satisfaction but will also impact on customer loyalty.*