**ABSTRACK**

***CIMB Niaga is a company engaged in banking services, CIMB Niaga is a Commercial Bank (BUMS) which most of the capital is owned by non-foreign private parties and can conduct transactions with overseas. Based on the results of research that has been done in Bank CIMB Niaga Cimahi, it is known that there are problems with respect to service quality that affect customer satisfaction.***

***The method used in this research is descriptive analysis mehod. Data collection techniques through literature research and field research. In this field research the researchers conducted non-participant observation, intrviews, and questionnaires. Data analysis used simple linear regression equation, product moment pearson correlation, and coefficient of determination analysis.***

***The results showed that significant test t count = 7.300 is greater than t table = 1.658 so it can be said that there is a significant correlation between the quality of service to customer satisfaction. Based on test coefficient of determination show that service quality influence 94.8% to the satisfaction of the remaining 5.2% customers influenced by other variabels outside the research, one of the loyalty of customers.***

***Suggestions that can be put forward by researchers include Bank CIMB Niaga Cimahi must increase its special ATM in Cimahi and Bandung Area, Bank CIMB Niaga must frequently conduct training/training to employees in connection with excellent service. In addition to increasing the knowledge of employees to know what is needed/expected customer so that employees can serve customers so that employees can serve customers quicly and responsive.***

***Keywords : Service Quality, Customer Satisfaction***