

ABSTRACT

This study aims to determine the effect of the quality of savings services and internet banking services on customer satisfaction at Bank BRI's Majalaya branch office. The research method used is descriptive and verification method with a total sample of 96 respondents. The data analysis method used is multiple linear regression, multiple correlation, and coefficient of determination.

The results showed that there was a positive and significant influence between the quality of savings services and internet banking services on customer satisfaction at Bank BRI's Majalaya branch office. The magnitude of the influence of the quality of savings services and internet banking services on customer satisfaction at Bank BRI Majalaya branch office simultaneously is 61.1%, and the remaining 38.9% is influenced by other variables not examined. Partially, the effect of the quality of savings services on customer satisfaction is 31.9%, and the influence of internet banking services is 29.2%, so it can be concluded that the quality of savings services has the greatest influence on purchasing decisions.