

## **ABSTRACT**

*This research was conducted based on the phenomena that occurred in 2020 to 2022, where the network of banking offices in Indonesia experienced fluctuations (up and down) which resulted in the growth of a new banking sector or merging of several private and government banks. This is also inseparable from the development of the digital era in the banking sector which has a positive impact on banking activities including mobile banking facilities. Bank BRI as one of the banks that implements mobile banking facilities with the BRI mobile brand (BRImo) with the target market share for young people, government employees and private employees and the TNI / POLRI, but in its development BRI mobile (BRImo) is in third position after m-BCA and Livin by Mandiri. Bank BRI Cimahi Branch Office occupies the lowest position in the use of BRI mobile services (BRImo). Based on the results of a pre-survey conducted by researchers, the low number of BRI mobile service users (BRImo) is due to the influence of service quality and promotions on customer satisfaction either simultaneously or partially. This study uses a quantitative approach. The research method used is descriptive and verification methods. The sampling technique used is non-probability sampling with a total population of 1,808 people and a total sample of 95 respondents. The data analysis method used is multiple linear regression analysis, multiple correlation analysis and analysis of the coefficient of determination. The hypothesis test used is partial and simultaneous hypothesis testing. The results showed that there was a positive and significant influence between service quality and promotion on satisfaction. The magnitude of the influence of service quality and promotion on satisfaction simultaneously is 72.4% and the remaining 28.6% is influenced by other variables not examined. Partially, it shows that service quality has a positive and significant effect on satisfaction by 51.9% and promotion has a positive and significant effect on satisfaction by 20.5%, so it can be concluded that service quality has the greatest influence on satisfaction.*

**Keyword: Service Quality, Promotion and Satisfaction**