

**THE EFFECT OF DIMENSION OF SERVICE QUALITY TOWARDS CUSTOMERS
SATISFACTION
(A CASE STUDY IN 5 SHARIA BANKS)**

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ABSTRACT

The objective of this research was to analyze the effect of independent variable called dimension of service quality – tangible, reliability, responsiveness, assurance, empathy and compliance – towards dependent variable – customers satisfaction of Sharia Bank. This research employed analysis approach by taking samples using purposive sampling to as many as 132 respondents. Data were collected online and offline using questionnaire with Likert scale. The data were analyzed descriptive-quantitatively using double linear regression, hypothesis test, t test, and f test. The result indicates that partially, responsiveness and empathy variables have effect towards customers satisfaction, while the other 4 hypotheses are not supported. Simultant test conducted together to the six independent variables have positive, significant effect towards the dependent variable.

Key words: customers satisfaction, compliance, Sharia Bank.

