

ABSTRACT

The purpose of this research was to know effect service quality on satisfaction and purchase intention at the banking customers. Dimension of service quality consists of tangible, reliability, responsiveness, assurance and empathy as a variable exogenous and customers satisfaction and purchase intention as a variable endogenous in this research. The sample to used this research was 300 respondent with the methods sampling was purpose sampling, convenience sampling and accidental sampling. Authors test the significant of the relationship between service quality, satisfaction, and purchase intention banking customers and than to test relationship between customer satisfaction and purchase intention. The results suggest that service quality which consists of tangible, reliability, and empathy had a significant effect to customers satisfaction, Although responsiveness and assurance variable had not a significant effect to customer satisfaction, While that the both variable were responsiveness and assurance variable had a significant effect to purchase intention, although tangible, reliability and empathy variable had not a significant effect to purchase intention. while customers satisfaction had not significant to purchase intention.

Key Words : Service quality ; tangible, reliability, responsiveness, assurance and empathy; client satisfaction and purchase intention.