

ABSTRACT

Customer satisfaction is feeling happy or disappointed someone who comes after comparing the performance (results) products are considered against the expected performance. Customer satisfaction is influenced by the perception of variety, good quality services and products. One of the factors that determine customer satisfaction is the customer's perception of the quality of marketing, in this product, price, promotion, place, people, process and physical evident. One organization that is engaged in service to the public is PT. BNI 1946 Indralaya Services office. The purpose of this study was to analyze the effect of product, price, promotion, place, people, process and physical evident toward customer satisfaction BNI. The population in this study were clients BNI Indralaya Services office. The sample in this study was 100 respondents. Sampling technique in this study conducted by purposive sampling technique. Types of data are primary and secondary. Methods of data collection by distributing questionnaires. The analysis technique used is multiple regression. The data were processed using SPSS Version 14 that generates hypotheses significant influence between variable product, price, promotion, place, people, process and physical evident to customer satisfaction.

Keywords: Product, Price, Promotion, Place, People, Process and Physical Evident and Customer Satisfaction.