

## ABSTRACT

Engelbert Michael Reynold, NIM; 2002-01-018. Influence Mount Satisfaction, and have Responsibility Client Amount To Deposit Bank (case study at BCA KCP Bintaro, South Jakarta), under tuition of Dr. Ir. John E.H.J FoEh, MSc.

Target of research is to know influence of bank service level of BCA to store level satisfaction of client and also influence mount satisfaction, earnings, and client responsibility amount to deposit bank.

Method, which is used in this research of statistical analysis of, descript by using diagram of Kartesius to know store level satisfaction of client. Is here in after used by analysis of regression doubled linear to know factors influencing client deposit at BCA KCP Bintaro.

Result of research of show that quality of BCA KCP Bintaro equal to 99,43 % meaning that client have satisfied with given service performance is BCA KCP Bintaro even if there are small elements which still have to in improve repairing.

Result of doubled linear regression analysis which to pursuant to category of is amount of client deposit give conclusion that to is fourth for such category by simulation free variables (satisfaction store level, responsibility amount and earnings) having an effect on verily significant to amount of client deposit. Result of test of partial indicate that for the category of N1 up to N3, satisfaction variable do not have an effect on to client deposit while level of responsibility amount and earnings have an effect on verily significant to amount of client deposit. Is the same also happened in client category which to four (N4), but there are two free variable which have inversely proportional relation with amount of client deposit that is store level satisfaction of responsibility amount and client.

To increase deposit hence service better to client improved also so that in turn satisfaction will be more mount. At the height of satisfaction of client hence expected to deposit even also will mount.