

ABSTRACT

The rapid growth of the banking industry and the development of digital technology encourage banks to improve service quality in order to maintain customer satisfaction. Bank BRI as one of the largest banks in Indonesia faces challenges in maintaining the quality of electronic facilities and services, especially at the AH Nasution Bandung Branch Office which was chosen as the object of research due to the high customer activity and complaints that arise.

This study was conducted to determine how the influence of electronic facilities and service quality on customer satisfaction. The main focus lies on the convenience of physical facilities and the performance of digital services such as speed, ease of access, and security in transactions. This study also aims to see if the two variables support each other in creating a positive service experience.

The research uses a quantitative approach with descriptive and explanatory methods. Data collection was done through distributing questionnaires to customers of Bank BRI Branch Office AH Nasution. Analysis was conducted to see the tendency of respondents' perceptions of each variable and the relationship between variables.

The results showed that facilities and e-service quality have an important role in shaping customer satisfaction. Customers pay attention to physical comfort while at the branch and also the reliability and responsiveness of the digital services they use.

This study recommends that Bank BRI continue to evaluate the physical condition of branches and strengthen digital services to meet customer expectations. Improvements in these two aspects will make a significant contribution in increasing overall customer satisfaction.

Keywords: *Facilities, E-Service Quality, Customer Satisfaction, BRI Bank,*