

## ABSTRACT

**Mariatul Jannah.** 2020. *Customer Satisfaction in Using a Debit Card with the GPN logo (Study at Bni Syariah Martapura Sub-Branch Office)*. Thesis, Islamic Banking Study Program, Faculty of Economics and Islamic Business. Advisor I: Dr. Zaki Mubarak, S.E., M.Si .. Second Advisor: H. Haris Faulidi Asnawi, Lc., M.Si.

**Keywords:** *Product Quality, Customer Satisfaction*

This study aims to determine the effect of product quality on customer satisfaction at BNI Syariah Martapura Sub Branch Offices and to find out how customer satisfaction is in using a debit card with the GPN logo at BNI Syariah Martapura Sub Branch Offices. The formulation of the problem is how customer satisfaction is in using a debit card with the GPN logo at BNI Syariah Martapura Sub-Branch Offices.

This research approach is a quantitative research. Quantitative research methods can be defined as the methods used to examine a particular population or sample, data collection using research instruments, statistical data analysis, with the aim of testing predetermined hypotheses. The number of respondents who will be sampled in the study is 50 respondents, who are customers who use debit cards with the GPN logo at BNI Syariah Martapura Sub-Branch Offices when the researchers conducted the research.

This study shows that product quality is one of the factors that greatly affects customer satisfaction, with quality products provided, the customer will also be satisfied, the higher the quality of the product offered, the greater the customer satisfaction so that if the customer is satisfied it will also have a positive impact on an increase in the number of customers and transactions at BNI Syariah Martapura Sub-Branch Offices. This result can be seen from the T value of the product quality variable which is 5,272, this result is greater than the T table of 1,676. thus partially the Product Quality Variable (X) to Customer Satisfaction (Y) in using a debit card with the GPN logo with a variable error rate probability or significant value of 0.000 (less than 0.05). Thus the hypothesis which states that the Product Quality Variable (X) partially affects Customer Satisfaction (Y). Most importantly, customers feel satisfied saving at BNI Syariah KCP Martapura and getting a debit card with the GPN logo for them is one way to save funds or invest in a lawful and blessing manner.