

ABSTRACT

BRI Bank to innovate services by launching BRILink Agent as a partner of cooperation between BRI Bank and BRI Bank customers. The problem in this research is how to improve customer satisfaction which will influence to the decisions of transactions at BRILink BRI Branch of Pati.

Data on observed variables were obtained through interviews with questionnaires to 110 BRI Bank customers who transacted at BRILink Branch of Pati and tested using AMOS statistic software.

The result of SEM analysis conform the criteria of Goodness of fit that is Chi Square is 154.616 with probability equal to 0.277; CMIN/DF (1.066); GFI (0.873); AGFI (0.833); TLI (0.991); CFI (0.992); and RMSEA (0.025). The result of hypothesis testing is: transaction decisions are statistically proven to be affected by customer satisfaction, customer satisfaction is statistically proven to be affected by service attractiveness and tariff competitiveness, while the attractiveness of unpaid products has significant effect.

Keywords: *Product fascination, service fascination, competitive power of tariff, customer satisfaction, transaction decisions*