INTISARI

Tujuan dari penelitian ini adalah untuk menguji dimensi *ATM Quality* dan hubungannya dengan *customer satisfaction* di sektor ritel perbankan. Pengolahan data dilakukan dengan menggunakan bantuan program SPSS 18 *for windows*. Teknik pengambilan sampel yang digunakan dalam penelitian ini adalah *non probability sampling* dengan metode *purposive sampling*. Jumlah sampel yang digunakan di penelitian ini adalah 315 responden. Data di olah menggunakan mean, deviasi standar dan *confirmatory factor analysis*.

Penelitian menemukan bahwa *Reliability*, *Convenience*, *Ease of Use*, *Security and Privacy*, *Fulfillment*, dan *Responsiveness* secara signifikan mempengaruhi *Customer Satisfaction*.

Kata Kunci: *Self-Service Technology*, ATM *Quality* dan *Customer Satisfaction*

ABSTRACT

The purpose of this study was to examine the dimensions of ATM Quality and its relation with customer satisfaction in retail banking sector. Data processing was performed using SPSS 18 for windows. The sampling technique used in this research is non probability sampling with purposive sampling method. The samples used in this study was 315 respondents. Data processed using mean, standard deviation and confirmatory factor analysis.

The study found that Reliability, Convenience, Ease of Use, Security and Privacy, Fulfillment, and Responsiveness significantly affect Customer Satisfaction.

Keywords: Self-Service Technology, ATM Quality and Customer Satisfaction