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**Pengaruh Kualitas dan Diskonfirmasi Pelayanan Terhadap Tingkat Kepuasan Nasabah Prioritas Pada PT. Bank Rakyat Indonesia (Persero) Tbk Cabang Pariaman**

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**ABSTRAK**

The purpose of this research was to test the quality of influences and disconfirmation service to customer satisfaction and to identification the variable effect in the relationship between dependent variable and test variable. The influences of quality service, disconfirmation and the factors that influence the priority customer, in this case participate of the customer was seeing and accounting the satisfaction of the customer in order to get that service, besides the relationship between the service and disconfirmation toward the satisfaction of the customers was as hypothesis.

The empiric findings of this research showed that there were relationship between quality of the service and disconfirmation toward priority customer satisfaction. Next, this research showed that relationship between dependent and independent variable. This research not only influences by the quality of service and disconfirmation but also any factors. This research was design to find the influences of quality service and disconfirmation. According Oliver (1994) and Balqiah (2002), were the quality and disconfirmation to the satisfaction. The samples of this research were the priority of customers in BRI Pariaman.

**Key words: The quality service, disconfirmation, customers, satisfaction.**

Skripsi ini dipertahankan dan dipertahankan di perpustakaan dan dinyatakan lulus pada tanggal 20 Januari 2014.

Abstrak ini telah disetujui oleh pembimbing dan penguji:

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