

ABSTRAKSI

Self-Supporting Syari'ah Bank of Yogyakarta represent wrong bank using Islam concept and have its office branch in Yogyakarta. Self-Supporting Syari'ah Bank of Yogyakarta always major the appropriate client satisfaction from its vision. Client satisfaction represent the main key from concept of marketing and marketing strategy from a bank. This means that process which gone through by each; every bank might be all kinds of as according to readiness and characteristic of each the Bank but its final purpose is estuary will remain reaching of satisfaction of consumer or Consumer satisfaction. Therefore, in this research problem lifted by 1) How service of tangible, facility and information service of tangible have an effect on by simultan to Self-Supporting Bank client satisfaction of Syari'ah of Yogyakarta, 2) How service of tangible have an effect on by parsial to Self-Supporting Bank client satisfaction Syari'ah Yogyakarta, 3) How facility have an effect on by parsial to Self-Supporting Bank client satisfaction Syari'ah Yogyakarta, 4) How information service of tangible have an effect on by parsial to Self-Supporting Bank client satisfaction Syari'ah Yogyakarta

In this research size of the sample is 150 by means of analyse the doubled linear regression.

Result of this research indicates that 1) simultan service of tangible, facility (X_1) and information service of tangible (X_2) have significant influence to satisfaction of consumer consumer (Y) simultan variable of service of tangible, facility and information service of tangible have the influence which significant to satisfaction of consumer consumer.

Keyword: Solving of each facility service of tangible of information and client satisfaction

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