**ABSTRACT**

**THE EFFECT OF SERVICE QUALITY TOWARD**

**THE LEVEL OF PAYMENT SATISFACTION**

**UMN STUDENTS AT BTN BRANCH BANK**

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The purpose of this study was to determine the analysis of the effect of service quality on the level of satisfaction of UMN student tuition payments at the BTN bank in the Medan branch. To find out how much the analysis of the influence of service quality on the level of satisfaction of UMN student tuition payments at the BTN bank branch in Medan. The population in this study were students of the Nusantara Al-Wasliyah Muslim University Medan in the 7th semester of the faculty of economics majoring in management as much as 10% of 380, 38 people. Taken randomly using random sampling technique. So the sample in this study amounted to 38 respondents, this type of research is quantitative research. Quantitative research is a type of research conducted on research objects that can be measured by the number or ratio of variables used. Data retrieval instruments using documentation, questionnaires and direct observation of space were then analyzed using multiple linear regression analysis method Y = 12,524 + 0,689x1 , which means service quality and level of student satisfaction. Furthermore, the R square test shows that the coefficient of determination is 0.625, meaning service quality and customer loyalty is 62.2%, while the remaining 38.8 is influenced by other variables not examined in this study.

Keywords: Variables, Service Quality, and Satisfaction Level.