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**THE INFLUENCE OF PRODUCT QUALITY AND SERVICE QUALITY TO  
AWARENESS AS INTERVENING VARIABLE TOWARD CUSTOMER  
SATISFACTION IN ISLAMIC BANKING SECTOR (CASE IN: ISLAMIC BANKING  
SECTOR IN PAYAKUMBUH)**

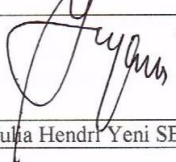
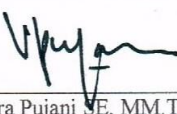
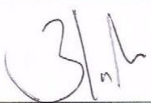
*Bachelor Thesis by: Akhrimatul Fitria Agustina  
Supervisor: Dr. Yulia Hendri Yeni SE, MT, Ak*

*Abstract*

*The research has the purpose to analyze about the influence of product quality and service quality to awareness as intervening variable toward customer satisfaction in Islamic banking sector in Payakumbuh. The questionnaire was distributed to 140 customers in Islamic banking in Payakumbuh using convenience sampling methods. The data analyzed using SmartPLS 2.0. In this research there are four variables, independent variable which is product quality and service quality, intervening variable which is awareness and the dependent variable which is customer satisfaction. The research found that product quality has significant relationship to awareness, awareness has significant relationship to customer satisfaction, product quality has significant relationship to customer satisfaction through awareness and service quality has significant relationship to customer satisfaction.*

*Keywords: product quality, service quality, awareness, customer satisfaction.*

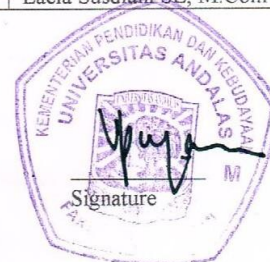
This thesis has already examined and passed on July 18, 2014. This abstract has already approved by supervisor and examiners:

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Alumni' Number At University	Name	Signature