

## ABSTRAK

Perusahaan perbankan berbasis syariah akan terus berupaya untuk mengembangkan dan meningkatkan bisnisnya agar dapat mencapai tujuan perusahaan, salah satunya dengan upaya peningkatan kualitas pelayanan kepada nasabah. Terkait dengan kualitas pelayanan di bank syariah, masih banyak nasabah yang meragukan kesesuaian bank syariah dengan syariat Islam. Penelitian ini bertujuan untuk menguji pengaruh variabel *compliance*, *reliability*, *responsiveness*, *assurance*, *empathy* dan *tangibles* terhadap kepuasan konsumen. Populasi dalam penelitian ini adalah seluruh konsumen BCA Syariah di Yogyakarta. Teknik pengambilan sampel menggunakan metode *convenience simple random sampling* dengan jumlah sampel sebanyak 96 orang. Teknik pengumpulan data menggunakan kuesioner yang telah diuji validitas dan reliabilitasnya. Teknik analisis data dilakukan dengan analisis deskriptif, analisis regresi linear berganda dan uji hipotesis. Hasil analisis menunjukkan bahwa *compliance* berpengaruh positif signifikan terhadap kepuasan konsumen. *Reliability* berpengaruh positif signifikan terhadap kepuasan konsumen. *Responsiveness* berpengaruh positif signifikan terhadap kepuasan konsumen. *Assurance* berpengaruh positif signifikan terhadap kepuasan konsumen. *Empathy* berpengaruh positif signifikan terhadap kepuasan konsumen serta *tangibles* berpengaruh positif signifikan terhadap kepuasan konsumen Bank BCA Syariah Yogyakarta.

**Kata Kunci:** *compliance, reliability, responsiveness, assurance, empathy.*

## ABSTRACT

*Sharia-based banking companies will continue to strive to develop and improve their business in order to achieve company goals, one of which is by increasing the quality of service to customers. Related to the quality of service in Islamic banks, there are still many customers who doubt the suitability of Islamic banks with Islamic law. This study aims to examine the influence of variables of compliance, reliability, responsiveness, assurance, empathy and tangibles on consumer satisfaction. The population in this study were all BCA Syariah customers in Yogyakarta. The sampling technique uses convenience simple random sampling method with a total sample of 96 people. Data collection techniques using questionnaires that have been tested for validity and reliability. Data analysis techniques were carried out by descriptive analysis, multiple linear regression analysis and hypothesis testing. The results of the analysis show that compliance has a significant positive effect on customer satisfaction. Reliability has a significant positive effect on customer satisfaction. Responsiveness has a significant positive effect on customer satisfaction. Assurance has a significant positive effect on customer satisfaction. Empathy has a significant positive effect*