

ABSTRAK

ANALISIS PENGARUH KUALITAS PELAYANAN TERHADAP TINGKAT KEPUASAN NASABAH (BANK BPD DIY SYARIAH KCP UII)

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Setiap perusahaan tentunya ingin mencapai suatu keberhasilan. Untuk mencapai hal tersebut, perusahaan perbankan memerlukan strategi untuk menghadapi persaingan yang saat ini semakin lama semakin ketat. Terdapat berbagai tantangan dalam mencapai keberhasilan perusahaan. Untuk mengantisipasinya, perusahaan perbankan dituntut untuk dapat bekerja dengan baik dengan menggunakan berbagai macam sumber daya yang dimiliki agar dapat diterima di pasar. Salah satu hal yang perlu diperhatikan perusahaan dalam mencapai keberhasilan adalah kualitas pelayanan.

Objek penelitian adalah nasabah Bank BPD DIY Syariah KCP UII. Metode pengumpulan data yang digunakan adalah kuesioner, dimana respondennya adalah nasabah Bank BPD DIY Syariah. Responden di ambil dengan teknik *simple random sampling* dan diperoleh sebanyak 93 nasabah. Variabel penelitian dikategorikan kedalam dua jenis, yaitu variabel bebas dan terikat. Variabel bebas terdiri dari variabel bukti fisik (X1), keandalan (X2), daya tanggap (X3), jaminan (X4), empati (X5). Variabel terikat adalah kepuasan nasabah. Hasil penelitian menunjukkan bahwa bukti fisik (*tangible*), keandalan (*reliability*), daya tanggap (*responsiveness*), jaminan (*assurance*) dan empati (*emphaty*) berpengaruh positif dan signifikan terhadap kepuasan nasabah, sedangkan variabel yang paling mendominasi terhadap kepuasan nasabah yaitu variabel bukti fisik (*tangible*).

Kata kunci : bukti fisik, keandalan, daya tanggap, jaminan, empati dan kepuasan nasabah

ABSTRACT

ANALYSIS ON THE EFFECT OF SERVICE QUALITY ON THE LEVEL OF CUSTOMERS' SATISFACTION (SHARIA BPD DIY, BRANCH OFFICE OF UII)

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Success for every company including in banking companies certainly is something expected. To achieve this, banking companies need a strategy to face the increasingly tighter competition. For a company, there are various challenges in achieving a success. To anticipate this, banking companies are demanded to be capable of working well by using the available resources to be existing in the market. Here, service quality is one of the things companies need to consider in achieving success.

The object of this research is customers of Sharia BPD DIY, Branch Office of UII. The method in collecting data was through a questionnaire by involving 93 customers of Sharia BPD DIY as the respondents taken by simple random sampling technique. Research variables were categorized into two: independent variable and dependent variable. The independent variable consisted of variables of the physical evidence (tangible) (X1), reliability (X2), responsiveness (X3), guarantee (X4), and empathy (X5). The dependent variable meanwhile refers to customer satisfaction. The results showed that tangibility, reliability, responsiveness, assurance and empathy had the positive and significant effects on customer satisfaction. While, the most dominant variable towards customer satisfaction was variable.

Keywords: physical evidence, reliability, responsiveness, assurance, empathy and customer satisfaction

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