

PENGARUH KUALITAS PELAYANAN TERHADAP KEPUASAN NASABAH **(Survei pada Nasabah Tabungan PT. Bank Central Asia Tbk Cabang Borobudur Malang)**

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ABSTRACT

The results showed statistically that the first hypothesis can be seen that the reliability of variables, Responsiveness, Collateral, Empathy and physical evidence simultaneously shown to have a significant impact on customer satisfaction. The results of the second hypothesis suggests that the independent variables, namely reliability, Responsiveness, Security / Assurance, Empathy and physical evidence tangibles partially have significant influence the Customer Satisfaction. The results of hypothesis testing third shows when variables guarantee / assurance with the largest regression coefficient (0.218), so the variable Assurance / Assurance has the highest influence / advice on Customer Satisfaction. . With the guarantee applied correctly, then this could be a factor guarantees excellence PT. Bank Central Asia Tbk, Borobudur Branch Malang.

Keywords: Quality of Service, Customer Satisfaction

ABSTRAK

Hasil secara statistik menunjukkan bahwa hipotesis 1 dapat diketahui bahwa variabel-variabel Reliabilitas/reliability, Daya tanggap/responsiveness, Jaminan/assurance, Empati/empathy dan Bukti fisik/tangibles secara simultan/bersama-sama terbukti mempunyai pengaruh yang signifikan terhadap Kepuasan Nasabah. Hasil hipotesis 2 menunjukkan bahwa variabel-variabel bebas yaitu Reliabilitas/reliability, Daya tanggap/responsiveness, Jaminan/assurance, Empati/empathy dan Bukti fisik/tangibles secara parsial mempunyai pengaruh yang bermakna terhadap Kepuasan Nasabah. Hasil pengujian hipotesis 3 menunjukkan apabila variabel Jaminan/assurance dengan nilai koefisien regresi terbesar (0,218), sehingga variabel Jaminan/assurance mempunyai pengaruh paling tinggi/terbesar terhadap Kepuasan Nasabah. Dengan jaminan/assurance diterapkan dengan tepat, maka faktor jaminan/assurance ini dapat menjadi keunggulan PT. Bank Central Asia Tbk, Cabang Borobudur Malang.

Kata kunci : Kualitas Pelayanan, Kepuasan Nasabah