

## ABSTRAK

**SITIRAHAYU ADILA, 2023, PENGARUH *PICK-UP SERVICE*, KUALITAS PELAYANAN, DAN CITRA PERUSAHAAN TERHADAP KEPUASAN NASABAH DI PT. BPRS AL-MADINAH TASIKMALAYA. Skripsi. Program Studi Ekonomi Syariah Fakultas Agama Islam.**

Kepuasan nasabah terhadap bank sangat penting untuk kemajuan bank di masa mendatang. Kepuasan nasabah ini dapat dipengaruhi oleh citra bank syariah dan standarisasi pelayanan syariah. Namun, *pick-up service*, kualitas pelayanan, dan citra perusahaan di PT. BPRS Al-Madinah masih dirasa kurang memuaskan oleh beberapa nasabah, yang dikarenakan marketing belum sepenuhnya mengikuti keinginan nasabah dalam segi waktu, pegawai kurang responsif dan cekatan dalam menanggapi nasabah, serta ada yang memandang kurang baik mengenai citra perusahaan, kesan nasabah tersebut mendapat respon lambat lalu nasabah lebih beralih pada bank lainnya yang dianggap lebih terpercaya. Sehingga permasalahan-permasalahan tersebut menurunkan kepuasan nasabah. Penelitian ini berfokus pada nasabah PT. BPRS Al-Madinah yang bertujuan untuk mengetahui dan menganalisa pengaruh *pick-up service*, kualitas pelayanan, dan citra perusahaan secara parsial dan simultan terhadap kepuasan nasabah pada PT. BPRS Al-Madinah Tasikmalaya.

Penelitian ini menggunakan metode kuantitatif deskriptif. Populasi yang digunakan dalam penelitian ini adalah nasabah PT. BPRS Al-Madinah yang menggunakan layanan *pick-up service* sebanyak 6.097 orang dengan teknik pengambilan sampel menggunakan *purposive sampling* sebanyak 100 orang responden. Data dikumpulkan dengan menggunakan kuesioner skala *likert*. Analisis data dan uji hipotesis yang digunakan: koefisien korelasi sederhana, regresi linier berganda, koefisien determinasi ( $R^2$ ), uji t, dan uji F. Pengujian dilakukan dengan menggunakan SPSS versi 26.

Hasil penelitian menunjukkan bahwa *Pick-Up Service*, Kualitas Pelayanan, dan Citra Perusahaan secara parsial dan simultan berpengaruh terhadap Kepuasan Nasabah di PT. BPRS Al-Madinah Kota Tasikmalaya. Dengan adanya persentase sumbangan pengaruh berdasarkan Koefisien determinasi ( $R^2$ ) sebesar 41% sebagai persentase sumbangan *pick-up service* terhadap kepuasan nasabah, 45.7% persentase sumbangan pengaruh kualitas pelayanan terhadap kepuasan nasabah, 56.8% persentase sumbangan pengaruh citra perusahaan terhadap kepuasan nasabah, serta 68.9% persentase sumbangan pengaruh *pick-up service*, kualitas pelayanan, dan citra perusahaan terhadap kepuasan nasabah. Dengan demikian, PT. BPRS Al-Madinah dapat menjadikan variabel *Pick-Up Service*, Kualitas Pelayanan, dan Citra Perusahaan untuk meningkatkan kepuasan nasabah.

**Kata Kunci:** *Pick-Up Service*, Kualitas Pelayanan, Citra Perusahaan, Kepuasan Nasabah

## **ABSTRACT**

**SITI RAHAYU ADILA, 2023, INFLUENCE OF PICK-UP SERVICES, SERVICE QUALITY, AND COMPANY IMAGE ON CUSTOMER SATISFACTION AT PT. BPRS AL-MADINAH TASIKMALAYA. Thesis. Islamic Economics Study Program, Faculty of Islamic Religion.**

*Customer satisfaction with the bank is very important for the progress of the bank in the future. This customer satisfaction can be influenced by the image of Islamic banks and the standardization of Islamic services. However, pick-up service, service quality, and corporate image at PT. BPRS Al-Madinah is still considered unsatisfactory by some customers, because marketing has not fully followed the wishes of customers in terms of time, employees are less responsive and proficient in responding to customers, and there are those who perceive the company's image unfavorably, the impression the customer is getting is a slow response customers prefer to switch to other banks that are considered more trusted. So that these problems reduce customer satisfaction. This research focuses on customers of PT. BPRS Al-Madinah which aims to determine and analyze the effect of pick-up service, service quality, and corporate image partially and simultaneously on customer satisfaction at PT. BPRS Al-Madinah Tasikmalaya.*

*This research uses descriptive quantitative method. The population used in this study are customers of PT. BPRS Al-Madinah using pick-up service as many as 6,097 people with a sampling technique using purposive sampling of 100 respondents. Data was collected using a Likert scale questionnaire. Data analysis and hypothesis testing used: simple correlation coefficient, multiple linear regression, coefficient of determination ( $R^2$ ),  $t$  test, and  $F$  test. Tests were carried out using SPSS version 26.*

*The results showed that Pick-Up Service, Service Quality, and Corporate Image partially and simultaneously affect Customer Satisfaction at PT. BPRS Al-Madinah Tasikmalaya City. With the proportion of influence based on the coefficient of determination ( $R^2$ ) of 41% as the proportion of the contribution of pick-up services to customer satisfaction, 45.7% the proportion of the influence of service quality on customer satisfaction, 56.8% the proportion of the contribution of the influence of corporate image on customer satisfaction, and 68.9% the proportion of contribution the influence of pick-up services, service quality, and corporate image on customer satisfaction. Because of that, PT. BPRS Al-Madinah can make Pick-Up Service, Service Quality, and Corporate Image variables to increase customer satisfaction.*

**Keywords:** *Pick-Up Service, Service Quality, Corporate Image, Customer Satisfaction*