

ABSTRACT

**THE INFLUENCE OF EXCELLENT CUSTOMER SERVICE ON
CUSTOMER SATISFACTION AT PT. BANK NEGARA INDONESIA
(PERSERO) Tbk. SILIWANGI UNIVERSITY TASIKMALAYA SUPPORT
BRANCH OFFICE**

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Excellent service is excellent service that can exceed customer expectations. The indicators in this research are ability, attitude, appearance, attention, action and accountability. This research aims to find out whether Excellent Customer Service has an effect on customer satisfaction, the research method used is a causal quantitative approach, and is categorized into explanatory in this research using a research instrument in the form of a questionnaire, the sampling technique used is quota sampling using the Slovin formula where to get as many as 84 respondents. For data analysis using instrument validity and reliability tests, simple linear regression tests, coefficient correlation tests, determination correlation tests, and t-tests. Based on the results of data analysis, this research shows that there is an influence between the Service Excellent Customer Service variable on customer satisfaction at Bank Negara Indonesia Sub-Branch Office, Siliwangi University, Tasikmalaya, at 71% and a significant value of $0.001 < 0.05$.

Keywords: Excellent Customer Service, Customer Satisfaction.

ABSTRAK

PENGARUH *SERVICE EXCELLENT CUSTOMER SERVICE* TERHADAP KEPUASAN NASABAH PADA PT. BANK NEGARA INDONESIA (PERSERO) Tbk. KANTOR CABANG PEMBANTU UNIVERSITAS SILIWANGI TASIKMALAYA

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Service excellent adalah pelayanan prima yang dapat melampaui harapan pelanggan. Indikator pada penelitian ini adalah kemampuan (*ability*), sikap (*attitude*), penampilan (*appearance*), perhatian (*attetion*), tindakan (*action*), dan tanggung jawab (*accountability*). Penelitian ini bertujuan untuk mengetahui apakah *Service Excellent Customer Service* berpengaruh terhadap kepuasan nasabah, metode penelitian yang digunakan adalah pendekatan kuantitatif kausal, dan dikategorikan kedalam eksplanatori pada penelitian ini menggunakan instrumen penelitian berupa kuesioner, teknik sampel yang digunakan adalah *sampling kuota* dengan menggunakan rumus *slovin* dimana mendapatkan sebanyak 84 responden. Untuk analisis data menggunakan uji instrumen validitas dan reliabilitas, uji regresi linier sederhana, uji korelasi koefisien, uji korelasi determinasi, dan uji uji-t. Berdasarkan hasil dari analisis data penelitian ini menunjukkan adanya pengaruh antara variabel *Service Excellent Customer Service* terhadap kepuasan nasaba pada Bank Negara Indonesia Kantor Cabang Pembantu Universitas Siliwangi Tasikmalaya sebesar 71% dan nilai signifikan sebesar $0,001 < 0,05$.

Kata Kunci: Pelayanan Prima, Kepuasan Nasabah.