

ABSTRACT

The Influence Of Excellent Service On Customer Satisfaction At PT Bank Negara Indonesia, Unsil Branch (Survey on D-3 Banking and Finance Students, Faculty of Economics and Business, Siliwangi University)

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This research investigates the impact of service excellence on customer satisfaction at PT Bank Negara Indonesia (BNI) Unsil Branch. Using a quantitative survey method, data was collected from D-3 Banking and Finance students at Siliwangi University. The study's background highlights the importance of service excellence amidst fierce banking competition and the crucial role of customer satisfaction for bank loyalty and performance. The independent variable, Service Excellence (X), was measured by employee speed, accuracy, friendliness, appearance, capability, and responsibility. Meanwhile, Customer Satisfaction (Y), as the dependent variable, was assessed through expectation alignment, service process, outcome satisfaction, re-use intention, and recommendation. Data analysis employed validity, reliability, classical assumption, simple linear regression, coefficient of determination, and t-tests. The results indicate that service excellence at BNI Unsil Branch is in a very good category and significantly contributes to customer satisfaction, with a satisfaction score reaching 89% ("Good"). Specifically, the dimensions of "Understanding the Customer" (average 4.58), "Responsiveness" (average 4.56), and "Assurance" (average 4.49) were strong indicators of service excellence. The t-test proved a positive and significant influence of service excellence (X) on customer satisfaction (Y), with a significance value of $p < 0.001$ and a standardized Beta of 0.805. In conclusion, the better the service excellence provided by BNI Unsil Branch, the higher the level of customer satisfaction. It is recommended that BNI Unsil Branch continues to maintain and improve service quality, especially in understanding customer needs, staff responsiveness, and building trust, to continuously enhance customer satisfaction and loyalty.

Keywords: Excellent Service, Customer Satisfaction, BNI Unsil Branch, Banking, Students.