

ABSTRACT

THE EFFECT OF CUSTOMER SERVICE QUALITY ON CUSTOMER SATISFACTION AT PT. BANK RAKYAT INDONESIA, BAREGBEG UNIT OFFICE, CIAMIS REGENCY. (Survey of Active Customers of PT. Bank Rakyat Indonesia, Baregbeg Unit Office)

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This study aims to analyze the effect of customer service quality on customer satisfaction at PT. Bank Rakyat Indonesia, Baregbeg Unit Office, Ciamis Regency. This study used a quantitative descriptive approach with a survey method. Data were collected through questionnaires from 84 active customers. The data collection technique was carried out through questionnaire distribution. The data analysis technique used was simple linear regression. The results of the study indicate that customer service quality significantly influences customer satisfaction, with a regression coefficient of 0.275 and a significance level of $p < 0.001$. The coefficient of determination (R Square) of 0.575 indicates a 57.5% impact. These findings demonstrate that good service plays a significant role in enhancing customer satisfaction, particularly in banking services.

Keywords: Service Quality, Customer Satisfaction, PT. Bank Rakyat Indonesia Unit Baregbeg

ABSTRAK

**PENGARUH KUALITAS PELAYANAN *CUSTOMER SERVICE*
TERHADAP KEPUASAN NASABAH PADA PT. BANK RAKYAT
INDONESIA KANTOR UNIT BAREGBEG KABUPATEN CIAMIS.
(Survei Pada Nasabah Aktif PT. Bank Rakyat Indonesia Kantor Unit
Baregbeg)**

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Penelitian ini bertujuan untuk menganalisis pengaruh kualitas pelayanan *customer service* terhadap kepuasan nasabah di PT. Bank Rakyat Indonesia Kantor Unit Baregbeg Kabupaten Ciamis. Penelitian ini menggunakan pendekatan deskriptif kuantitatif dengan metode survei. Data di kumpulkan melalui kuisioner berjumlah 84 orang nasabah aktif. Teknik analisis data yang digunakan adalah regresi linear sederhana. Hasil penelitian menunjukkan bahwa kualitas pelayanan *customer service* berpengaruh signifikan terhadap kepuasan nasabah, dengan nilai koefisien regresi sebesar 0,275 dan nilai signifikansi $p < 0,001$. Nilai koefisien determinasi (R Square) sebesar 0,575 menunjukkan bahwa 57,5%. Temuan ini menunjukkan bahwa pelayanan yang baik memiliki peran penting dalam meningkatkan kepuasan nasabah, khususnya dalam layanan perbankan.

Kata Kunci: Kualitas Pelayanan, Kepuasan Nasabah, PT. Bank Rakyat Indonesia Unit Baregbeg