

ABSTRACT

THE EFFECT OF EXCELLENT SERVICE ON CUSTOMER SATISFACTION IN SIMPEDES SAVINGS PRODUCTS AT BANK RAKYAT INDONESIA (PERSERO) TBK. UNIT PANCASILA

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This study aims to determine the effect of excellent service on customer satisfaction in Simpedes Savings products at PT Bank Rakyat Indonesia (Persero) Tbk Pancasila Unit. This research is based on the importance of excellent service in increasing customer satisfaction, especially in the face of increasingly competitive competition in the banking industry. The method used in this study is a quantitative approach with an associative descriptive research type. Data was collected through the distribution of questionnaires to 95 respondents who are customers of Simpedes Savings products. The data analysis techniques used were simple linear regression, t-test, f-test, and coefficient of determination (R^2). The results of the study show that excellent service has a positive and significant effect on customer satisfaction. This is evidenced by a positive coefficient value and a significant difference between the t-test and the f-test is less than 0.05. The t-test showed a tcal value of $12.472 > 1.984$ and the F test produced a Fcal value of $155.668 > Ftable 3.94$. In addition, the R^2 value of 58.9% showed that the excellent service variable was able to explain the variation in customer satisfaction, while the rest was influenced by other variables that were not studied in this study.

Keywords: Excellent Service, Customer Satisfaction, Simpedes Savings