

ABSTRACT

**ANALISIS KEPUASAN NASABAH PEMEGANG REKENING PIP PADA
PT. BANK NEGARA INDONESIA (PERSERO) Tbk. (Studi Kasus: Bank
Negara Indonesia Kantor Cabang Pembantu Sutisna Senjaya)**

Oleh:

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This study aims to analyze the effect of service quality on customer satisfaction of Program Indonesia Pintar (PIP) account holders at Bank Negara Indonesia Sub-Branch Office Sutisna Senjaya. Service quality is measured using five dimensions, namely Tangibles, Reliability, Responsiveness, Assurance, and Empathy, while customer satisfaction is used as the dependent variable.

This research employs a quantitative descriptive method with a multiple linear regression analysis approach. The data were collected through questionnaires distributed to 60 respondents. The data were analyzed using validity and reliability tests, and multiple linear regression analysis using SPSS.

It can be concluded that Reliability in service delivery is the most dominant factor influencing customer satisfaction of PIP account holders. Therefore, improving reliability is essential to enhance customer satisfaction.

Keywords: Service Quality, Tangibles, Reliability, Responsiveness, Assurance, Empathy, Customer Satisfaction.