

ABSTRACT

THE INFLUENCE OF EXCELLENT SERVICE QUALITY ON COSTUMER SATISFATIONAT PERUMDA BPR GALUH CIAMIS

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This study aims to determine the quality of service excellence, the level of customer satisfaction, and the influence of service excellence quality on customer satisfaction at Perumda BPR Galuh Ciamis. The research method used is a quantitative method with descriptive and associative approaches. The population in this study were Smpati Savings customers at Perumda BPR Galuh Ciamis, with a sampling technique using purposive sampling of 86 respondents. Data collection techniques were carried out through distributing questionnaires, while data analysis used simple linear regression analysis. The results showed that the quality of service excellence at Perumda BPR Galuh Ciamis was generally in the good category, and the level of customer satisfaction was in the satisfied category. Based on the statistical test results (t-test), with a significance value of $0.000 < 0.05$, it was concluded that there is a positive and significant influence of service excellence quality on customer satisfaction. The magnitude of the influence of service excellence quality on customer satisfaction is indicated by the coefficient of determination (R^2) value of 0.744 or 74.4%, while the remaining 25.6% is influenced by other factors not examined in this study.

Keywords: Service Excellence Quality, Customer Satisfaction, BPR Galuh Ciamis.

ABSTRAK

PENGARUH KUALITAS PELAYANAN PRIMA TERHADAP KEPUASAN NASABAH DI PERUMDA BPR GALUH CIAMIS

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Penelitian ini bertujuan untuk mengetahui kualitas pelayanan prima, tingkat kepuasan nasabah, serta pengaruh kualitas pelayanan prima terhadap kepuasan nasabah di Perumda BPR Galuh Ciamis. Metode penelitian yang digunakan adalah metode kuantitatif dengan pendekatan deskriptif dan asosiatif. Populasi dalam penelitian ini adalah nasabah Tabungan Smpati Perumda BPR Galuh Ciamis, dengan teknik pengambilan sampel menggunakan purposive sampling sebanyak 86 responden. Teknik pengumpulan data dilakukan melalui penyebaran kuesioner, sedangkan analisis data menggunakan analisis regresi linier sederhana. Hasil penelitian menunjukkan bahwa kualitas pelayanan prima di Perumda BPR Galuh Ciamis secara umum berada pada kategori baik, dan tingkat kepuasan nasabah berada pada kategori puas. Berdasarkan hasil uji statistik (uji t), diperoleh nilai signifikansi $0,000 < 0,05$, sehingga disimpulkan bahwa terdapat pengaruh yang positif dan signifikan antara kualitas pelayanan prima terhadap kepuasan nasabah. Besarnya pengaruh kualitas pelayanan prima terhadap kepuasan nasabah ditunjukkan oleh nilai koefisien determinasi (R^2) sebesar 0,744 atau 74,4%, sedangkan sisanya sebesar 25,6% dipengaruhi oleh faktor lain yang tidak diteliti dalam penelitian ini.

Kata Kunci: Kualitas Pelayanan Prima, Kepuasan Nasabah, BPR Galuh Ciamis.