ABSTRAK

Pengaruh Kualitas Pelayanan *Customer Service* terhadap Kepuasan Nasabah di PT Bank Negara Indonesia kantor Cabang Pembantu Cikurubuk

Oleh:

Rendi Rahmat Hidayat

NPM 233404135

Pembimbing I: Mira Rahmawati, S.P., M.M.

Pembimbing II: Hj. Noneng Masitoh., Ir., M.M.

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas pelayanan *customer service* terhadap kepuasan nasabah di PT Bank Negara Indonesia kantor Cabang Pembantu Cikurubuk. Latar belakang penelitian ini didasarkan pada pentingnya kualitas pelayanan dalam menciptakan kepuasan nasabah, khususnya pada kondisi operasional pelayanan yang padat. Penelitian ini menggunakan teori kualitas pelayanan SERVQUAL dari Parasuraman yang meliputi tangibles, reliability, responsiveness, assurance, dan empathy, serta teori kepuasan nasabah dari Kotler dan Keller. Metode penelitian yang digunakan adalah metode kuantitatif dengan pendekatan verifikatif. Teknik pengumpulan data dilakukan melalui observasi, wawancara, dokumentasi, studi kepustakaan, dan penyebaran kuesioner kepada 77 responden menggunakan teknik purposive sampling. Analisis data dilakukan menggunakan uji validitas, uji reliabilitas, analisis deskriptif, uji asumsi klasik, regresi linear sederhana, uji t, dan koefisien determinasi dengan bantuan SPSS. Hasil penelitian menunjukkan bahwa kualitas pelayanan *customer service* berada dalam kategori baik dengan persentase sebesar 81,11%, sedangkan kepuasan nasabah berada dalam kategori baik dengan persentase sebesar 78,27%. Selain itu, kualitas pelayanan *customer service* berpengaruh positif dan signifikan terhadap kepuasan nasabah dengan nilai signifikasi 0,000 dan nilai koefisien determinasi sebesar 76,6%

Kata Kunci : Kualitas Pelayanan, *Customer service*, Kepuasan Nasabah.

ABSTRACT

The Effect of Customer service Quality on Customer Satisfaction at PT Bank Negara Indonesia Cikurubuk Sub-Branch Office

By :

Rendi Rahmat Hidayat

NPM 233404135

Guide I: Mira Rahmawati, S.P., M.M.

Guide II: Hj. Noneng Masitoh., Ir., M.M.

This study aims to determine the effect of customer service quality on customer satisfaction at PT Bank Negara Indonesia Sub-Branch Office Cikurubuk. The background of this study is based on the importance of service quality in creating customer satisfaction, particularly under dense operational service conditions. This research applies the SERVQUAL theory proposed by Parasuraman, which consists of tangibles, reliability, responsiveness, assurance, and empathy dimensions, as well as customer satisfaction theory from Kotler and Keller. The research method used is a quantitative method with a verificative approach. Data collection techniques were conducted through observation, interviews, documentation, literature study, and questionnaire distribution to 77 respondents using purposive sampling techniques. Data analysis was carried out using validity tests, reliability tests, descriptive analysis, classical assumption tests, simple linear regression, t-tests, and coefficient of determination analysis with the assistance of SPSS. The results showed that customer service quality was categorized as good with a percentage of 81.11%, while customer satisfaction was also categorized as good with a percentage of 78.27%. In addition, customer service quality had a positive and significant effect on customer satisfaction with a significance value of 0.000 and a coefficient of determination value of 76.6%.

Keywords: Service Quality, Customer service, Customer Satisfaction.