

ABSTRACT

THE INFLUENCE OF CUSTOMER SERVICE QUALITY ON CUSTOMER SATISFACTION AT PERUMDA BANK PEREKONOMIAN RAKYAT CIAMIS REGENCY

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This study aims to analyze the effect of Customer Service service quality on customer satisfaction at Perumda Bank Perekonomian Rakyat (BPR) Galuh, Ciamis Regency. The research method used was descriptive quantitative with a verificative approach. Data were obtained through questionnaires distributed to 99 respondents who were customers using Customer Service services, determined using the Slovin formula with quota sampling technique. Data analysis techniques included instrument testing, classical assumption testing, simple linear regression analysis, and hypothesis testing. The results showed that the quality of Customer Service and customer satisfaction were categorized as good, particularly in terms of compliance with work procedures, availability of physical facilities, and clarity of information provided by the officers. Statistical testing results indicated that Customer Service quality had a positive and significant effect on customer satisfaction, with a coefficient of determination (R^2) value of 0.960, meaning that service quality contributed 96% to customer satisfaction, while the remaining percentage was influenced by other factors outside the research model. Therefore, the researcher suggests continuously improving Customer Service quality through faster, friendlier, and more communicative services, as well as enhancing the comfort of service facilities so that customers feel more comfortable, appreciated, and satisfied with the services provided.

Keywords: Service Quality, Customer Service, Customer Satisfaction, BPR.

ABSTRAK

PENGARUH KUALITAS LAYANAN CUSTOMER SERVICE TERHADAP KEPUASAN NASABAH DI PERUMDA BANK PEREKONOMIAN RAKYAT GALUH KABUPATEN CIAMIS

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Penelitian ini bertujuan untuk menganalisis pengaruh kualitas layanan *Customer Service* terhadap kepuasan nasabah pada Perumda Bank Perekonomian Rakyat (BPR) Galuh Kabupaten Ciamis. Metode penelitian yang digunakan adalah deskriptif kuantitatif dengan pendekatan verifikatif. Data diperoleh melalui penyebaran kuesioner kepada 99 responden nasabah pengguna layanan *Customer Service* yang ditentukan menggunakan rumus Slovin dengan teknik *sampling* kuota. Teknik analisis data meliputi uji instrumen, uji asumsi klasik, analisis regresi linear sederhana, serta uji hipotesis. Hasil penelitian menunjukkan bahwa kualitas layanan *Customer Service* dan kepuasan nasabah berada pada kategori baik, terutama pada kepatuhan terhadap prosedur kerja, ketersediaan sarana fisik, serta kejelasan informasi yang diberikan petugas. Hasil pengujian statistik menunjukkan bahwa kualitas layanan *Customer Service* berpengaruh positif dan signifikan terhadap kepuasan nasabah dengan nilai koefisien determinasi R^2 sebesar 0,960, yang berarti kualitas layanan berkontribusi sebesar 96% terhadap kepuasan nasabah, sedangkan sisanya dipengaruhi faktor lain di luar model penelitian. Oleh karena itu, peneliti menyarankan untuk terus meningkatkan kualitas pelayanan *Customer Service* melalui pelayanan yang lebih cepat, ramah, komunikatif serta peningkatan kenyamanan fasilitas pelayanan agar nasabah merasa lebih nyaman, dihargai, dan puas terhadap layanan yang diberikan.

Kata Kunci: Kualitas Layanan, *Customer Service*, Kepuasan Nasabah, BPR.