

ABSTRAK

Nikmatun Nisa (2016), “ Pengaruh Kualitas Pelayanan Terhadap Kepuasan Nasabah Bank BTN (Bank Tabungan Negara) Kantor Kas Kamal”. Dibawah bimbingan Dr. H. Pribanus Wantara, Drs., MM dan Dr. A. Yahya Surya Winata, SE.,M.Si.

Penelitian ini bertujuan untuk mengetahui gambaran tentang kualitas pelayanan yang terdiri dari *tangible*, *reliability*, *responsiveness*, *emphaty* dan *assurance* dan kepuasan nasabah Bank BTN Kantor Kas Kamal. Selanjutnya menganalisis pengaruh kualitas pelayanan yang terdiri dari *tangible*, *reliability*, *responsiveness*, *emphaty* dan *assurance* terhadap kepuasan nasabah Bank BTN Kantor Kas Kamal. Penelitian menggunakan metode kuantitatif dengan data penelitian deskriptif dan explanatori. Teknik pengumpulan data yaitu dengan wawancara, kuisisioner, dan tstudi pustaka. Sedangkan Teknik pengambilan sampel menggunakan *accidental sampling* sebanyak 100 sampel, data dianalisis dengan menggunakan analisis regresi linier berganda.

Hasil penelitian ini adalah (1) secara deskriptif variabel kualitas pelayanan yang terdiri dari *tangible*, *reliability*, *responsiveness*, *emphaty* dan *assurance* secara keseluruhan berada dalam kategori baik. Dan variabel kepuasan nasabah berada dalam kategori puas. (2) secara parsial menunjukkan bahwa variabel *responsiveness* berpengaruh secara signifikan terhadap kepuasan nasabah Bank BTN kantor Kas Kamal, dan pada variabel *tangible*, *reliability*, *emphaty* dan *assurance* tidak berpengaruh secara signifikan terhadap kepuasan nasabah bank BTN Kantor Kas Kamal. (3) secara silmultan kualitas pelayanan yang terdiri dari *tangible*, *reliability*, *responsiveness*, *emphaty* dan *assurance* berpengaruh secara simultan terhadap kepuasan nasabah Bank BTN Kantor kas Kamal.

Kata kunci : *Kualitas Pelayanan, Tangible, Reliability, Responsiveness, Emphaty, Assurance* dan *Kepuasan Nasabah*

ABSTRACT

Nikmatun Nisa (2016), "The Effect of Service Quality on the Customer Satisfaction at BTN Cash Office Kamal". Under the guidance of Dr. H. Pribanus Wantara, Drs., MM and Dr. A. Yahya Surya Winata, SE., M.Si.

The aims of this study are to find the discription of service quality which consist of tangible, reliability, responsiveness, empathy, and assurance and the customer satisfaction at BTN Cash Office Kamal. And to analyze the effect of service quality which consists of tangible, reliability, responsiveness, empathy, and assurance on the customer satisfaction at BTN Cash Office Kamal. This study uses quantitative method with descriptive and explanatory research data. Technique of collecting data uses interview, questionnaire, and literature review. Whereas, the sampling technique uses accidental sampling as many as 100 samples, and the data are analyzed by using multiple linear regression analysis.

The results of this study are (1) descriptively, variable of service quality which consists of tangible, reliability, responsiveness, empathy, and assurance overall are in good category. And variable of customer satisfaction is in satisfied category. (2) partially, t test shows that variable of responsiveness has a significant effect on the customer satisfaction at BTN Cash Office Kamal, and variables of tangible, reliability, empathy, and assurance do not have a significant effect on the customer satisfaction at BTN Cash Office Kamal. (3) simultaneously, F test shows that service quality which consists of tangible, reliability, responsiveness, empathy, and assurance have a simultaneous effect on the customer satisfaction at BTN Cash Office Kamal.

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