

ABSTRAK

Penelitian ini bertujuan untuk menganalisis Kualitas Pelayanan, Persepsi Dan Kepuasan Nasabah Bank Syariah Indonesia (Studi Komparasi Sebelum Dan Sesudah Merger). Penelitian ini menggunakan pendekatan kuantitatif. Populasi dalam penelitian ini yaitu Nasabah Bank syariah Indonesia di Lamongan.. Data yang digunakan yaitu data primer yang diperoleh dengan cara menyebarkan kuesioner. Hasil menunjukkan terdapat perbedaan kualitas pelayanan sebelum dan sesudah merger di Bank Syariah Indonesia. Terdapat perbedaan persepsi nasabah sebelum dan sesudah merger di Bank Syariah Indonesia. Terdapat perbedaan kepuasan nasabah sebelum dan sesudah merger di Bank Syariah Indonesia.

Kata Kunci : Kualitas Pelayanan, Persepsi Dan Kepuasan Nasabah Bank Syariah Indonesia

ABSTRACT

This study aims to analyze Service Quality, Perceptions and Customers of Indonesian Islamic Banks (Comparative Study Before and After the Merger). This study uses a quantitative approach. The population in this study is the customer of the Indonesian Islamic Bank in Lamongan. The data used are primary data obtained by distributing questionnaires. The results show differences in service quality before and before the merger at Bank Syariah Indonesia. There are differences in customer perceptions before and before the merger at Bank Syariah Indonesia. There are differences in customer satisfaction before and before the merger at Bank Syariah Indonesia.

Keywords: Service Quality, Perceptions and Goals of Indonesian Sharia Bank Customers

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