

ABSTRAK

Nur Haliza, Pengaruh *Service Excellent*, *Service Quality* dan *Service Performance* Terhadap Kepuasan Nasabah Pada Bank BRI Unit Kota Sumenep

BRI Unit Kecamatan Kota Sumenep, yang merupakan anak cabang BRI Unit Kabupaten Sumenep, dengan berbagai produk bank yang diciptakan dapat memberikan pilihan bagi nasabah untuk menggunakan produk dan layanan jasa keuangan yang diberikan.

Tujuan penelitian bertujuan 1) Menganalisis pengaruh *service excellent* terhadap kepuasan nasabah pada Bank BRI Unit Kecamatan Kota Sumenep. 2) Menganalisis pengaruh *service excellent* terhadap kepuasan nasabah pada Bank BRI Unit Kecamatan Kota Sumenep. 3) Menganalisis pengaruh *service performance* terhadap kepuasan nasabah pada Bank BRI Unit Kecamatan Kota Sumenep.

Metode penelitian pendekatan kuantitatif, dengan penggunaan aplikasi SPSS For Windows 26, populasi dan sampel sebanyak 89 responden dengan teknik analisis data Regresi Linier Berganda.

Hasil penelitian menunjukkan bahwa *Service Excellent*, *Service Quality* dan *Service Performance* mempunyai pengaruh yang signifikan terhadap Kepuasan Nasabah, pada Bank BRI Unit Kota Sumenep mempunyai tingkat pengaruh signifikan

Kata Kunci : *Service Excellent*, *Service Quality*, *Service Performance* dan Kepuasan Nasabah

ABSTRACT

Nur Haliza, The Influence of Service Excellent, Service Quality and Service Performance on Customer Satisfaction at Bank BRI Unit Sumenep City

BRI Unit Sumenep City District, which is a subsidiary of BRI Unit Sumenep Regency, with various bank products created can provide options for customers to use the financial products and services provided.

The purpose of the study aims to 1) Analyze the effect of excellent service on customer satisfaction at Bank BRI Unit Sumenep City District. 2) Analyze the effect of excellent service on customer satisfaction at Bank BRI Unit Sumenep City District. 3) Analyze the effect of service performance on customer satisfaction at Bank BRI Unit Sumenep City District.

The research method is a quantitative approach, with the use of the SPSS For Windows 26 application, a population and sample of 89 respondents with Multiple Linear Regression data analysis techniques.

The results showed that Service Excellent, Service Quality and Service Performance had a significant influence on Customer Satisfaction, at Bank BRI Unit Sumenep City had a significant level of influence

Keywords: Service Excellent, Service Quality, Service Performance and Customer Satisfaction