

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas pelayanan, yaitu *tangible* (layanan bukti fisik), *reliability* (layanan kehandalan), *responsiveness* (layanan tanggapan), *assurance* (layanan jaminan) dan *emphaty* (layanan empati) pada kepuasan nasabah KSP Asri Bondowoso. Jenis penelitian ini adalah penelitian kuantitatif eksploratif dan desain penelitian kausalitas. Populasi dalam penelitian ini adalah semua nasabah KSP Asri Bondowoso dengan sampel sebanyak 90 orang nasabah penabung. Pengambilan sampel dilakukan dengan menggunakan teknik *Non probability*. Teknik pengumpulan data dilakukan dengan kuisioner. Analisis data dilakukan dengan teknik analisis regresi berganda. Hasil penelitian menunjukkan bahwa *tangible* (layanan bukti fisik), *Reliability* (layanan kehandalan) dan *responsiveness* (layanan tanggapan), *assurance* (layanan jaminan) dan *emphaty* (layanan empati) berpengaruh positif dan signifikan secara parsial terhadap kepuasan nasabah.

Kata Kunci: Kualitas Pelayanan, Kepuasan Nasabah.



## **ABSTRACT**

*This research aims to determine the influence of service quality, namely tangible (physical evidence service), reliability (reliability service), responsiveness (response service), assurance (guarantee service) and empathy (empathetic service) on KSP Asri Bondowoso customer satisfaction. This type of research is exploratory quantitative research and causality research design. The population in this study were all KSP Asri Bondowoso customers with a sample of 90 saving customers. Sampling was carried out using non-probability techniques. Data collection techniques were carried out using questionnaires. Data analysis was carried out using multiple regression analysis techniques. The research results show that tangible (physical evidence services), reliability (reliability services) and responsiveness (response services), assurance (guarantee services) and empathy (empathetic services) have a partially positive and significant effect on customer satisfaction.*

*Keywords: service quality, customer satisfaction.*

