

ABSTRAK

Penelitian ini bertujuan mengetahui pengaruh Kualitas Pelayanan terhadap Kepuasan Nasabah PT.Bank BTPN Syariah cabang Sukowono Jember. Populasi dalam penelitian ini adalah seluruh nasabah yang bergabung di BTPN Syariah dengan responden sebanyak 50 orang menggunakan tehnik pengambilan sampel dengan menggunakan metode *purposive sampling* dan *Kuesioner*. Alat analisis menggunakan regresi linier berganda dengan *software* spss versi 22.0. Hasil uji t (persial) menunjukkan signifikansi kualitas pelayanan *Tangibles* (0,006), Kualitas Pelayanan *Reliability* (0,048), kualitas pelayanan *Assurance* (0,039), Kualitas Pelayanan *Responsiveness* (0.019) dan Kualitas Pelayanan *Empathy* (0.037) lebih kecil dari 0,05. Sehingga secara persial berpengaruh secara signifikan terhadap kepuasan nasabah. Analisis regresi menunjukkan bahwa kualitas pelayanan *Tangibles* (0,300), Kualitas Pelayanan *Reliability* (0,204), kualitas pelayanan *Assurance* (0,173), Kualitas Pelayanan *Responsiveness* (0,203) dan Kualitas Pelayanan *Empathy* (0,156) berpengaruh positif terhadap Nasabah. Uji koefisien determinasi (R^2) menunjukkan 85,3% kepuasan nasabah PT.Bank BTPN Syariah cabang Sukowono Jember di pengaruhi oleh variabel *Tangibles*, *Reliability*, *Assurance*, *Responsiveness*, dan *Empathy*. Sedangkan sisanya 17.7% di pengaruhi oleh faktor-faktor lain misalnya produk, Promosi, Kepercayaan dan sebagainya.

Kata kunci : Kualitas Pelayanan, Kepuasan Nasabah, Produk Bank, Nilai Pelanggan, Loyalitas Konsumen

ABSTRACT

This study aims to determine the effect of service quality on customer satisfaction PT.Bank Btpn Syariah branch Sukowono,Jember. The population in this study are all customers who joined the BTPN Syariah with 50 respondents using the sampling technique by using purposive sampling method and questionnaire. The analysis tool used multiple linear regression with spss software. The result of the test shows that the quality of Tangibles service (0.006), Quality of Reliability service (0.048), the quality of Assurance service (0.039), Quality of Responsiveness service (0.019) and Quality of Emphaty Service (0.037) less than 0.05. So that it has a significant effect on customer satisfaction. Regression analysis showed that quality of Tangibles service (0.300), Quality of Reliability service (0.204), Quality of Assurance Service (0.173), Quality of Responsiveness service (0.203) and Quality of Emphaty service (0.156) have positive effect to customer. The Coefficient of determination test (R²) shows 85,3% customer satisfaction of PT.Bank BTPN Syariah Sukowono branch of Jember influenced by variable Tangibles,Reliability,Assurance, Responsiveness and Empathy. While the remaining 17,7% is influenced by factors other factors such as product, promotion, trust and so on.

Key Words : Service Quality, Customer Satisfaction, Produnk Bank, Customer Value and Customer Loyalty.