

***The Effect of Service Quality and Service Effectiveness from BCA Digital
Customer Service Machines on Customer Satisfaction
(A Case Study of BCA Bank Customers in DKI Jakarta)***

By Alfie Tandiana Halim

Abstract

This study uses quantitative methods to prove the influence of service quality and service effectiveness either partially or simultaneously on customer satisfaction. This study uses 100 respondents from customers who use the BCA DKI Jakarta Digital Customer Service Machine as primary data, and secondary data obtained by researchers through various references related to this research. Data were collected using purposive sampling technique and analyzed using descriptive and inferential analysis techniques with SmartPLS software. So that the results are (1) service quality has a positive and significant effect on customer satisfaction, (2) service effectiveness has a positive and significant effect on customer satisfaction, and (3) service quality and service effectiveness simultaneously affect customer satisfaction.

Keywords: Marketing 4.0, Customer Service Digital Machine, Service Quality, Service Effectiveness, Customer Satisfaction.

**Pengaruh Kualitas Pelayanan dan Efektivitas Pelayanan Dari Mesin
Customer Service Digital BCA terhadap Kepuasan Pelanggan
(Studi Kasus pada Nasabah Bank BCA di DKI Jakarta)**

Oleh Alfie Tandiana Halim

Abstrak

Penelitian ini menggunakan metode kuantitatif dengan tujuan untuk membuktikan adanya pengaruh kualitas pelayanan dan efektivitas pelayanan baik secara parsial maupun simultan terhadap kepuasan pelanggan. Penelitian ini menggunakan 100 responden dari nasabah pengguna Mesin *Customer Service Digital* BCA DKI Jakarta sebagai data primer, dan data sekunder peneliti peroleh melalui berbagai referensi yang berhubungan dengan penelitian. Pengambilan data menggunakan teknik *purposive sampling* dan dianalisis menggunakan teknik analisis deskriptif dan inferensial dengan bantuan perangkat lunak SmartPLS. Sehingga pengolahan data memperoleh hasil bahwa (1) kualitas pelayanan berpengaruh positif signifikan terhadap kepuasan pelanggan, (2) efektivitas pelayanan berpengaruh positif signifikan terhadap kepuasan pelanggan, (3) kualitas pelayanan dan efektivitas pelayanan secara simultan berpengaruh terhadap kepuasan pelanggan.

Kata Kunci: Pemasaran 4.0, Mesin *Customer Service Digital*, Kualitas Pelayanan, Efektivitas Pelayanan, Kepuasan Pelanggan.