

PENGARUH KUALITAS PELAYANAN TERHADAP KEPUASAN NASABAH PADA BANK PERMATA CABANG BINTARO SEKTOR 7 TANGERANG SELATAN

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Abstrak

Penelitian ini dilakukan untuk menguji pengaruh variabel –variabel Kualitas Pelayanan terhadap Kepuasan Nasabah Pada Bank Permata Cabang Bintaro Sektor 7 Tangerang Selatan. Jumlah sampel yang diambil dalam penelitian ini sebanyak 100 responden. Teknik analisi yang digunakan adalah regresi linier berganda dan uji hipotesis menggunakan t-statistik serta F-statistik. Hasil penelitian menunjukkan bahwa variabel Kualitas Pelayanan yakni *Tangible* (X1), *Reliability* (X2), *Responsiveness* (X3), *empathy* (X4) dan *Assurance* (X5) berpengaruh signifikan terhadap Kepuasan Pelanggan (Y). Hasil penelitian menunjukkan bahwa Kualitas Pelayanan berpengaruh signifikan terhadap Kepuasan Pelanggan.

Kata Kunci: Kualitas Pelayanan, *tangible*, *reliability*, *Responsiveness*, *Empathy*, *Assurance*, Kepuasan Pelanggan

***EFFECT ON THE QUALITY OF CUSTOMER SATISFACTION
ON BANK BRANCH GEM BINTARO SECTOR 7 SOUTH
TANGERANG***

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Abstract

This study was conducted to examine the effect of variable -variable on the Service Quality Customer Satisfaction At Permata Bank Branch Bintaro Sector 7 South Tangerang . The number of samples taken in this study of 100 respondents . Analysis technique used is multiple linear regression and hypothesis testing using t -statistics as well as the F - statistic . The results showed that the variables of the Service Quality Tangible ($X1$) , Reliability ($X2$) , Responsiveness ($X3$) , empathy ($X4$) and Assurance ($X5$) significantly affects customer satisfaction (Y) . The results showed that significantly influence the Service Quality Customer Satisfaction.

Keyword: *Service Quality, Tangible, Reliability, Responsiveness, Emphaty, Assurance, Customer Satisfaction*