

PENGARUH KUALITAS LAYANAN BANK BRI TERHADAP KEPUASAN
NASABAH DI KOTA SURABAYA 2018

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ABSTRAK

Ketatnya persaingan antar bank membuat setiap bank harus meoptimalkan pelayanan kualitas. Pelayanan kualitas perbankan di harapkan mampu memberikan kepuasan nasabah sehingga nasabah memberikan loyalitas bank. Dalam hal ini digunakan 5 dimesi untuk mengukur kepuasan nasabah yaitu melalui variabel *Reliability*, *Assurance*, *Tangible*, *Empathy* dan *Responsiveness*. Selain itu penelitian ini dilakukan untuk mengetahui alasan nasabah memberikan kelayalitan terhadap Bank BRI. Penelitian ini menggunakan penelitian deskriptif kuantitatif dan data yang digunakan berupa data primer. Melalui hasil uji indenpendensi, uji serentak dan uji parsial menunjukkan tidak ada kesignifikanan dan hubungan pada dimensi *Tangible* terhadap kepuasan nasabah Bank BRI. Variabel lainnya memiliki hubungan yang signifikan terhadap kepuasan nasabah.

Kata Kunci : Pelayanan,Nasabah, Kepuasan, *Reliability*, *Assurance*, *Tangible*, *Empathy* dan *Responsiveness*.

*THE EFFECT OF THE QUALITY OF BRI BANK SERVICES ON CUSTOMER
SATISFACTION IN SURABAYA CITY 2018*

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ABSTRACT

The tight competition between banks makes each bank have to optimize quality services. Banking quality services are expected to be able to provide customer satisfaction so that customers provide bank loyalty. In this case 5 dimensions are used to measure customer satisfaction through Reliability, Assurance, Tangible, Empathy and Responsiveness variables. In addition, this research was conducted to find out the reasons for customers to give loyalty to Bank BRI. This research uses quantitative descriptive research and the data used is in the form of primary data. Through the independent test results, simultaneous tests and partial tests showed no significance and the relationship on the Tangible dimension to the customer satisfaction of BRI Bank. Other variables have a significant relationship to customer satisfaction.

Keywords: Service, Customer, Satisfaction, Reliability, Assurance, Tangible, Empathy and Responsiveness.