

**PENGARUH KUALITAS PRODUK TABUNGAN DAN
KUALITAS LAYANAN BANK
TERHADAP KEPUASAN NASABAH BRI DI SURABAYA**

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ABSTRAK

Tujuan dari penelitian ini yaitu untuk mengetahui: (1) pengaruh kualitas produk tabungan terhadap kepuasan nasabah; (2) pengaruh kualitas layanan bank terhadap kepuasan nasabah; (3) pengaruh kualitas produk tabungan dan kualitas layanan bank terhadap kepuasan nasabah. Sampel yang diambil sebanyak 85 responden nasabah BRI di Surabaya menggunakan teknik *purposive sampling*. Metode pengumpulan data menggunakan kuisioner online dan teknik analisis data menggunakan SPSS 25.00. Analisis data yang digunakan adalah analisis regresi linier berganda. Hasil analisis menunjukkan bahwa: (1) kualitas produk tabungan berpengaruh positif terhadap kepuasan nasabah; (2) kualitas layanan bank berpengaruh positif terhadap kepuasan nasabah; (3) kualitas produk tabungan dan kualitas layanan bank berpengaruh positif terhadap kepuasan nasabah.

Kata Kunci : kualitas produk tabungan, kualitas layanan bank, kepuasan nasabah

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ABSTRACT

The purpose of this study was to determine: (1) the effect of the quality of savings products on customer satisfaction; (2) the effect of the bank service quality on customer satisfaction; (3) the effect of the quality of savings and quality bank service on customer satisfaction. The samples taken as many as 85 respondents from BRI customers in Surabaya used a purposive sampling technique. The method of collection data using an online questionnaire and data analysis techniques using SPSS 25.00. Data analysis used is multiple linear regression analysis. The results of the analysis show that: (1) the quality of savings products has a positive effect on customer satisfaction; (2) the quality of bank service has a positive effect on customer satisfaction; (3) the quality of savings products and the quality of bank services have a positive effect on customer satisfaction.

Keywords : quality of savings products, quality of bank service, customer satisfaction