

PENGARUH KUALITAS LAYANAN TERHADAP KEPUASAN PELANGGAN PADA BANK DANAMON DI SURABAYA

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INTISARI

Penelitian ini bertujuan untuk mengetahui apakah kualitas layanan berpengaruh terhadap kepuasan pelanggan pada Bank Danamon Surabaya. Kualitas layanan diukur melalui *core service quality*, *relational service quality*, *tangible service quality*. Sedangkan kepuasan pelanggan diukur melalui kepedulian para karyawan Bank terhadap nasabahnya.

Penelitian ini menggunakan pendekatan kuantitatif dan termasuk penelitian kausal. Pengambilan sampel menggunakan *purposive sampling* dan dianalisa menggunakan metode SEM (*Structural Equation Model*) dengan program AMOS 18.

Hasil penelitian ini menemukan bahwa *tangible service quality* tidak memiliki pengaruh positif dan signifikan terhadap *customer satisfaction*, serta *rapport* memiliki pengaruh positif dan signifikan terhadap *customer satisfaction*. Jadi apabila Bank memperhatikan dan meningkatkan *tangible service quality*, maka *rapport* akan terbentuk dan *customer satisfaction* akan tercipta. Demikian hasil penelitian mendukung konsep teori tentang pengaruh kualitas layanan terhadap kepuasan pelanggan.

Kata kunci : *tangible service quality*, *relational service quality*, *core service quality*, *rapport*, *customer satisfaction*

***ANALYZE THE INFLUENCE OF SERVICE QUALITY TOWARD
CUSTOMER SATISFACTION IN DANAMON BANK
IN SURABAYA***

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ABSTRACT

The purpose of this study is to determine whether the quality of service has a affect to customer satisfaction at Bank Danamon Surabaya. The quality of restaurant is measured through core service quality, relational service quality and tangible service quality. Customer satisfaction is measured through the awareness of Bank employees to their customers. This study using a quantitative approach and causal research. For sampling, this study using purposive sampling and analyzed using structural equation model (SEM) with AMOS 18 programs.

The results of this study found that tangible service quality does not have a positive and significant impact on customer satisfaction. Rapport has a positive and significant impact on customer satisfaction. So, if the Bank notices and improves the tangible service quality, the rapport will be formed and customer satisfaction will be created. Thus, the results of the study support the concept of the theory about the impact of service quality to customer satisfaction.

Keywords : tangible service quality, relational service quality, core service quality, rapport, customer satisfaction