

JUDUL : PENGARUH *SERVICE QUALITY* TERHADAP *CUSTOMER SATISFACTION*  
PADA BANK BNI SYARIAH DI SURABAYA

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**ABSTRAK**

Skripsi ini bertujuan untuk menganalisis pengaruh *service quality* yang terdiri dari *tangible*, *reliability*, *responsiveness*, *assurance* dan *empathy* terhadap *customer satisfaction* nasabah bank BNI Syariah di kota Surabaya.

Penelitian ini menggunakan pendekatan kuantitatif dengan metode analisis regresi linier berganda, yang diolah dengan bantuan *software SPSS 25 for windows*. Penelitian ini menggunakan sampel sebanyak 150 responden yang merupakan nasabah aktif bank BNI Syariah di kota Surabaya. Teknik pengambilan sampel yang digunakan adalah salah satu jenis *non probability sampling*, yaitu *purposive sampling*. Dalam penelitian ini dilakukan uji validitas dan reliabilitas alat ukur, selanjutnya dilakukan pengolahan data menggunakan analisis regresi linier berganda, serta uji hipotesis menggunakan uji F, uji t dan koefisien determinasi ( $R^2$ ).

Hasil penelitian ini menunjukkan bahwa *tangible*, *empathy*, *assurance*, *reliability* dan *responsiveness* berpengaruh positif terhadap *customer satisfaction* pada bank BNI Syariah di Surabaya.

Kata kunci: *servqual*, *service quality*, *customer satisfaction*, perbankan syariah

**TITTLE : THE EFFECT OF SERVICE QUALITY ON CUSTOMER  
SATISFACTION OF BANK BNI SYARIAH IN SURABAYA**

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**ABSTRACT**

*The objective of this study is for analyze the effect of service quality consisting of tangible, reliability, responsiveness, assurance and empathy on customer satisfaction of Bank BNI Syariah in Surabaya.*

*This study uses a quantitative approach with multiple regression linear as the analysis tool, which is processed with SPSS 25 for windows software. This study uses 150 respondents as a sample who are active customers in Bank BNI Syariah Surabaya. The sampling technique is one of non probability sampling and the type is purposive sampling. This study also tested the validity and reliability of the measuring instrument, then the data were processed using multiple linear regression analysis, along with the hypothesis test using the F test, t test and the coefficient of determination ( $R^2$ ).*

*The results of this research indicate that tangible, empathy, assurance, reliability and responsiveness has a positive effect to customer satisfaction in Bank BNI Syariah Surabaya.*

*Keywords: servqual, service quality, customer satisfaction, Islamic bank*