

**PENGARUH *SERVICE QUALITY* DAN *COPORATE IMAGE* TERHADAP  
*CUSTOMER SATISFACTION* PADA BANK MANDIRI DI SURABAYA**

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**ABSTRAK**

Penelitian ini bertujuan untuk mengetahui pengaruh *Service Quality* dan *Corporate Image* terhadap nasabah bank Mandiri di Surabaya. Pengolahan data dilakukan dengan menggunakan *Structural Equation Modeling* (SEM) dengan *software AMOS* versi 22 *for windows*. Data yang digunakan dalam penelitian ini adalah data primer yang diperoleh dari penyebaran kuesioner. Responden dalam penelitian ini sebanyak 200 responden yang pernah menggunakan layanan bank Mandiri di Surabaya minimal 3 kali dalam 1 tahun terakhir. Teknik pengambilan sampel penelitian ini adalah *nonprobability sampling*. Hasil penelitian ini menunjukkan adanya pengaruh positif signifikan antara *Tangibility*, *Corporate Image*, *Assurance*, *Empathy*, *Responsiveness* terhadap *Customer Satisfaction*, sedangkan *Reliability* tidak berpengaruh terhadap *Customer Satisfaction*.

Kata Kunci: *Service Quality*, *Corporate Image*, *Customer Satisfaction*.

***THE EFFECT OF SERVICE QUALITY AND CORPORATE IMAGE TO  
CUSTOMER SATISFACTION IN MANDIRI BANK IN SURABAYA***

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**ABSTRACT**

*This thesis aims to determine the effect of Service Quality and Corporate Image on customers of Bank Mandiri in Surabaya. Data processing was performed using Structural Equation Modeling (SEM) with AMOS software version 22 for windows. The data used in this study are primary data obtained from distributing questionnaires. Respondents in this study were 200 respondents who had used Mandiri bank services in Surabaya at least 3 times in the last 1 year. The sampling technique for this research is nonprobability sampling. The results of this study indicate a significant positive effect between Tangibility, Corporate Image, Assurance, Empathy, Responsiveness on Customer Satisfaction, meanwhile Reliability has no effect on Customer Satisfaction.*

*Keywords: Service Quality, Corporate Image, Customer Satisfaction.*