

## ABSTRAK

Penelitian ini bertujuan untuk melakukan pengujian mengenai pengaruh *proactive service*, *people*, dan *physic evidence* terhadap kepuasan nasabah. *Proactive service* diukur menggunakan kemampuan mengidentifikasi peluang yang ada, inisiatif, pengambilan tindakan, dan gigih untuk mencapai perubahan suasana. Untuk *people* dapat diukur menggunakan kesopanan, komunikatif, kompetensi dan selektif. Sedangkan *physic evidence* dapat diukur menggunakan tampilan luar, tampilan dalam dan wujud lain.

Jenis penelitian ini adalah penelitian kuantitatif. Sampel pada penelitian ini diperoleh dengan menggunakan metode *purposive sampling*, dimana pengambilan sampel didasarkan pada karakteristik atau kriteria tertentu. Berdasarkan metode *purposive sampling* didapatkan sebanyak 92 responden dari total populasi nasabah sebanyak 1.076 nasabah. Metode analisis yang digunakan adalah analisis linier berganda dengan menggunakan program SPSS versi 25.

Hasil penelitian menunjukkan bahwa *proactive service* berpengaruh positif terhadap kepuasan nasabah, *people* berpengaruh positif terhadap kepuasan nasabah, dan *physic evidence* berpengaruh positif terhadap kepuasan nasabah..

**Kata Kunci** : *Proactive service*, *People*, *Physic Evidence*, Kepuasan Nasabah



## ABSTRACT

*This research aimed to examine the effect of proactive service, people, and physical evidence on customers' satisfaction. The proactive service was measured by ability in identifying existing opportunities, initiative, action taking, and struggle in getting the atmosphere changed. For people, it could be measured by politeness, communication, competency, and selection. While physical evidence, it was measured by outside view, inside view, and other views.*

*The research was quantitative. Moreover, the data collection technique used purposive sampling, in which the sample was based on characteristics or certain criteria. In line with that, there were 92 respondents from 1,076 customers as the sample. Furthermore, the data analysis technique used multiple linear regression with SPSS (Statistical Product and Service Solution) 25.*

*The research result concluded that proactive service had a positive effect on customers' satisfaction. Likewise, people had a positive effect on customers' satisfaction. Similarly, physical evidence had a positive effect on customers' satisfaction.*

**Keywords:** *Proactive Service, People, Physical Evidence, Customers' Satisfaction*



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