

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas pelayanan terhadap kepuasan nasabah BSI KC Surabaya Darmo. Responden dalam penelitian ini adalah nasabah Bank BSI yang telah transaksi di KC Surabaya Darmo selama bulan September 2021, dengan total responden sebanyak 110 nasabah yang sering bertransaksi di BSI KC Surabaya Darmo. Penelitian ini menggunakan analisis regresi linier berganda dengan bantuan *Statistical Program For Social Science (SPSS)*, pengambilan sampel menggunakan data primer, data primer diperoleh dengan metode kuesioner secara online dan offline kepada nasabah yang bertransaksi.

Analisis faktor yang mendasari nasabah dalam mengukur kepuasan pelanggan ini dapat diketahui dari kualitas pelayanan, Variabel independen dalam penelitian ini adalah *Tangible (Ta)*, *Reliability (Re)*, *Responsiveness (Rs)*, *Assurance (As)*, dan *Emphaty (Em)*, sedangkan variabel dependennya adalah Kepuasan Nasabah (KN).

Hasil penelitian menunjukkan bahwa *Tangible (Ta)*, *Reliability (Re)*, *Responsiveness (Rs)*, *Assurance (As)*, dan *Emphaty (Em)* berpengaruh positif terhadap kepuasan nasabah BSI.

Kata kunci : Kualitas Pelayanan, Kepuasan Nasabah

ABSTRACT

This research aimed to find out the effect of service quality on customers' satisfaction at Bank Syariah Indonesia, the branch office of Surabaya Darmo. The population was customers of Bank Syariah Indonesia (BSI) who had done transactions at the branch office of Surabaya Darmo in September 2021. In line with that, there were 110 customers who mostly had done transactions at BSI, Surabaya Darmo as the sample. Furthermore, the data analysis technique used multiple linear regression with SPSS (Statistical Program for Social Science). The data were primary with questionnaires as the instrument in the data collection technique. The questionnaires were distributed both offline and online to the respondents who had done their transactions.

The analysis which determined customers' satisfaction could be known from its service quality. While the independent variables were Tangible (Ta), Reliability (Re), Responsiveness (Rs), Assurance (As), and Empathy (Em). Meanwhile, the dependent variable was customers' satisfaction (KN).

As the result, it concluded that Tangible (Ta), Reliability (Re), Responsiveness (Rs), Assurance (As), and Empathy (Em) had a positive effect on customers' satisfaction at Bank Syariah Indonesia.

Keywords: *Service Quality, Customers' Satisfaction*



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