

## ABSTRAK

Penelitian ini ditujukan untuk menganalisis pengaruh *Total Quality Service* khususnyaberdasarkandimensikualitassasayaituterdiridarivariabel-variabel :*tangible* (nyata), *reliability* (keandalan), *responsiveness* (cepat tanggap), *assurance* (jaminan), *empathy*(empati) sertakepuasannasabah. Variabel-variabeltersebutdigunakanuntukmenganalisispengaruh *total quality service* terhadapkepuasannasabah Bank BRI di Kantor CabangKhusus, Jakarta Pusat. Penelitian ini bertujuan untuk mengetahui kualitas pelayanan Bank BRI selamainisesuaidenganharapannasabahataubelumdanuntukmenganalisisaditidaknya pengaruh variable *tangible, reliability, responsiveness, assurance, empathy* terhadapkepuasannasabah. Sampel yang digunakan padapenelitian ini adalah 100 responden. Teknik pengambilan sample digunakan dengan Teknik *Convenience Sampling*.

Hasil penelitian menunjukkan jika pengaruh *Total Quality Service* dapat mempengaruhi secara signifikan terhadap kepuasannasabah di Bank BRI

Kata kunci : Kepuasan Nasabah, *Total Quality Service, tangible, reliability, responsiveness, assurance, dan empathy*

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## **ABSTRACT**

*This study aimed to analyze the influence of Total Quality Service in particular based on the dimensions of service quality that is composed of variables: tangible (real), reliability (reliability), responsiveness (rapid response), assurance (guarantee), empathy (empathy) as well as customer satisfaction. These variables are used to analyze the effect of total quality service to customer satisfaction BRI Kantor Cabang Khusus (KCK) ,in Central Jakarta. This study aims to determine the service quality of Bank BRI has been in line with expectations nasabah or not and to analyze whether there is influence of variable tangible, reliability, responsiveness, assurance, empathy to customer satisfaction. The sample used in this study was 100 respondents. Sampling technique used with Convenience sampling technique.*

*The results show if the influence of Total Quality Service can significantly affect customer satisfaction with Bank BRI*

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*Keywords: Customer Satisfaction, Total Quality Service, tangible, reliability, responsiveness, assurance, and empathy*