ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh atribut produk dan kualitas pelayanan terhadap kepuasan nasabah. Konsep dari atribut produk dan kualitas pelayanan diadopsi dari beberapa sumber. Dalam penelitian ini di peroleh data primer dan data sekunder. Data primer diperoleh melalui kuisioner. Kuisioner didistribusikan ke responden yang masih aktif sebagai nasabah PT. Pegadaian (Persero) Cabang Bojongsari

Uji Validitas dan reliabilitas digunakan untuk mengukur setiap item variabel penelitian. Selanjutnya analisis regresi linier berganda, uji-t, uji-F, dan analisis korelasi dilakukan dengan menggunakan program SPSS. Berdasarkan hasil analisis regresi diperoleh variabel produk dan kualitas pelayanan berpengaruh signifikan secara parsial terhadap kepuasan nasabah. Sama halnya dengan variabel atribut produk dan kualitas pelayanan berpengaruh signifikan secara simultan terhadap kepuasan nasabah.

Kata kunci : atribut produk, kualitas pelayanan, kepuasan nasabah

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ABSTRACT

This research aimed to analyze the effect of product attributes and service quality on customer's satisfaction. The concept of product attributes and service quality were adopted from various sources, both primary and secondary data were obtained. Primary data were obtained by using questionnaires. Questionnaires were distributed to the respondents who are still active as customers of PT. Pegadaian (Persero) at Bojongsari Branch.

Validity and reliability are used to measure each variable item of research. Furthermore, multiple linear regression analysis, t-test and F-test and then correlation analysis used the SPSS Program. Based on the results of the regression analysis it was found that the variable product attributes and service quality significantly partially on customer's satisfaction. Similarly, the variable product attributes and service quality simultaneously gives significant effect on customer's satisfaction significant effect on customer's satisfaction.

Keywords: product attributes, service quality, customer's satisfaction

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