

ABSTRAK

Kualitas layanan menjadi standar kerja bagi perusahaan jasa. Khususnya dibidang jasa perbankan kualitas layanan customer service merupakan faktor penting bagi kepuasan nasabah. Dalam rangka mengembangkan pemikiran mengenai kualitas layanan customer service dan kepuasan nasabah, penulis melakukan penelitian atas pengaruh kualitas layanan customer service terhadap kepuasan nasabah bank XYZ cabang City Tower. Hal-hal yang melatarbelakangi penulis memilih topik penelitian ini adalah persaingan yang semakin ketat pada bidang jasa perbankan sehingga perusahaan dituntut untuk mengembangkan strategi, konsep pemasaran dan *positioning* yang tepat dengan cara meningkatkan kualitas layanan customer service. Tujuan dari penulisan skripsi ini adalah untuk mengetahui pengaruh antara kualitas layanan customer service dengan kepuasan nasabah bank XYZ dan manfaatnya agar dapat memberikan sumbangan yang berharga bagi perusahaan.

Dimensi kualitas layanan customer service terdiri dari *Tangibles*, *Reliability*, *Responsivness*, *Assurance*, *Emphaty*. Penelitian ini menggunakan metode penelitian asosiatif dengan teknik penarikan sampel *convenience sampling*. Hasil pengujian hipotesis menunjukkan bahwa terdapat pengaruh yang signifikan dari kualitas layanan customer service terhadap kepuasan nasabah bank XYZ. Hal ini dapat dilihat dari rata-rata responden yang memiliki penilaian positif terhadap kualitas layanan customer service. Selain itu, berdasarkan analisis statistik dan regresi menunjukkan

adanya pengaruh antara kualitas layanan customer service dengan kepuasan nasabah bank XYZ. Sehingga dapat disimpulkan bahwa dengan meningkatnya kualitas layanan customer service maka akan dapat meningkatkan pula kepuasan nasabah bank XYZ.

Kata kunci: kualitas layanan , kepuasan nasabah

ABSTRACT

Quality of service becomes the standard work for service companies. Particularly in banking service quality customer service is an important factor for customer satisfaction. In order to develop ideas about service quality customer service and customer satisfaction, the authors conducted a study on the influence of service quality on customer satisfaction customer service bank branch XYZ City Tower. Things that are behind the writers chose this research topic is the increasing competition in the field of banking services so that companies are required to develop strategies, marketing concepts and the proper positioning by improving service quality customer service. The purpose of this thesis is to investigate the effect of service quality of customer service with customer satisfaction and benefits to XYZ bank can provide a valuable contribution to the company.

Dimensions of service quality of customer service Tangible, Reliability, Responsivness, Assurance, Emphaty. This study uses asosiative research method with a sampling convenience sampling technique. The result of hypothesis testing showed that there were significant effects of service quality of customer service of XYZ bank customer satisfaction. It can be seen from the average of respondents who have a positive assessment of service quality customer service. In addition, based on statistics and regression analysis showed the influence of service quality customer service with customer satisfaction XYZ bank. So it can be concluded that by

increasing the quality of customer service then the service will improve customer satisfaction as well XYZ bank.

Key words: quality of service, customer satisfaction