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Pengaruh Kualitas Pelayanan Customer Service (Cs)
Terhadap Kepuasan Nasabah (Studi korelasional
pada Nasabah PT Bank NationalNobu Tbk
Cabang Bogor Keboen Raya Periode November 2017- Maret 2018
Jumlah halaman : x +122 halaman + 9 lampiran
Bibliografi : 34 acuan, Tahun 2007- 2018

ABSTRAK

Customer service sebagai bagian dari fungsi Public Relations merupakan suatu bagian yang berhubungan langsung dengan nasabah, dikarenakan customer service adalah personal yang lebih banyak menerima keluhan-keluhan dari nasabah dan berinteraksi dengan nasabah terutama mengenai produk perbankan.

Penelitian ini dilakukan untuk mengetahui ada atau tidaknya pengaruh kualitas pelayanan Customer Service (CS) terhadap kepuasan nasabah PT Bank NationalNobu Tbk Cabang Bogor Keboen Raya dan seberapa besar pengaruhnya. Penelitian ini menggunakan tipe penelitian korelasional. Metode penelitian yang digunakan adalah survey, dengan pendekatan kuantitatif. Sample dalam penelitian ini sebanyak 95 sample yang merupakan nasabah PT Bank NationalNobu Tbk Cabang Bogor Keboen Raya.

Hasil penelitian ini membahas mengenai pengaruh kualitas pelayanan CS terhadap kepuasan nasabah PT Bank NationalNobu Tbk Cabang Bogor Keboen Raya. Berdasarkan hasil perhitungan dapat diketahui bahwa nilai F hitung = 168.134 dengan tingkat signifikansi sebesar $0,000^b < 0,05$. Sehingga dapat dikatakan bahwa kualitas pelayanan berpengaruh positif signifikan terhadap kepuasan nasabah. Hal ini menunjukkan bahwa faktor kualitas pelayanan sangat penting untuk menunjang kepuasan nasabah Bank Nobu Cabang Bogor Keboen Raya.

Penelitian ini menyimpulkan bahwa Hipotesis nol (H_0) ditolak dan Hipotesis Alternatif (H_A) dalam penelitian ini diterima. Dapat dikatakan kualitas pelayanan berpengaruh signifikan terhadap kepuasan nasabah.

Kata Kunci: *Kualitas Pelayanan, Kepuasan Nasabah, Customer Service, Public Relations*



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The Influence of Service Quality Towards
Customer Satisfaction (Correlational Study
at Customers PT NationalNobu Bank Tbk
Bogor Keboen Raya Branch Period November 2017 - March 2018)
Number of pages: x +122 Pages: + 9 attachment
Bibliografi : 34 reference, Year 2007- 2018

ABSTRACT

Customer service as part of the Public Relations function is a part that deals directly with customers, for customer service is a person who receives complaints from customers and interacts with customers, especially regarding banking products.

This study was conducted to determine whether or not the influence of Customer Service (CS) service quality on customer satisfaction of PT Bank NationalNobu Tbk Bogor Keboen Raya Branch and how much effect, make an impact. This study uses a type of correlational research. The research method used is a survey, with a quantitative approach. Sample in this study were 95 samples which were customers of PT Bank NationalNobu Tbk Bogor Keboen Raya Branch.

The results of this study discuss the influence of CS service quality on customer satisfaction of PT Bank NationalNobu Tbk Bogor Keboen Raya Branch. Based on the results of the calculation it can be seen that the value of Fcount = 168.134 with a significance level of $0,000b < 0.05$. So it can be said that service quality has a significant positive effect on customer satisfaction. This shows that the service quality factor is very important to support the customer satisfaction of Bank Nobu Bogor Keboen Raya Branch.

The conclusion of this study is that the null hypothesis (H_0) is rejected and the Alternative Hypothesis (H_A) in this study is accepted. It can be said that service quality has a significant effect on customer satisfaction.

Keywords: Service Quality, Customer Satisfaction, Customer Service, Public Relations.