

ABSTRACT

This study aims to analyze the influence of service quality factors on customer satisfaction, in terms of dimensions of employee service quality, service delivery processes and tangible of service quality. The sampling technique used is probability sampling - simple random sampling, where random sampling is carried out without regard to the strata or levels in the population. The process of data analysis starts from the validity test, reliability test, classic assumption test, multiple linear regression test, hypothesis test, mean score test and overall meanscore test using SPSS Statistics 25 software. The results of the study show that employee service quality, service delivery process, and tangible of service quality partially have a positive and significant effect on customer satisfaction. Employee service quality, service delivery process, and tangible of service simultaneously have a positive and significant effect on customer satisfaction. The service delivery process is the most influential variable which is then followed by the physical quality of services and finally the quality of employee services.

Keyword: service quality, employee service quality, service delivery process, tangible of service quality, customer satisfaction.



ABSTRAK

Penelitian ini bertujuan menganalisis pengaruh faktor kualitas jasa terhadap kepuasan nasabah, ditinjau dari dimensi dimensi kualitas jasa pegawai, proses penyampaian jasa dan kualitas fisik jasa. Teknik sampling yang digunakan adalah probability sampling – simple random sampling, dimana pengambilan anggota sampel dilakukan secara acak tanpa memperhatikan strata atau tingkatan yang ada dalam populasi itu. Proses analisa data dimulai dari uji validitas, uji realibilitas, uji asumsi klasik, uji regresi linier berganda, uji hipotesis, uji nilai rata-rata (*mean score*) dan uji nilai rata-rata keseluruhan (*overall mean score*) menggunakan perangkat lunak (*software*) SPSS Statistics 25. Hasil penelitian menunjukkan bahwa kualitas jasa pegawai (*employee service quality*), proses penyampaian jasa (*service delivery process*), dan kualitas fisik jasa (*tangible of service*) secara parsial berpengaruh positif dan signifikan terhadap kepuasan nasabah. Kualitas jasa pegawai (*employee service quality*), proses penyampaian jasa (*service delivery process*), dan kualitas fisik jasa (*tangible of service*) secara simultan berpengaruh positif dan signifikan terhadap kepuasan nasabah. Proses penyampaian jasa merupakan variabel paling besar pengaruhnya yang kemudian diikuti oleh kualitas fisik jasa dan terakhir adalah kualitas jasa pegawai.

Kata kunci: kualitas jasa, kualitas jasa pegawai, proses penyampaian jasa, kualitas fisik jasa, kepuasan nasabah.

