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Judul : Kualitas Pelayanan Customer Service PT. Bank Central Asia .Tbk KCP ITC Roxy Mas Jakarta Pusat Terhadap Tingkat Kepuasan Nasabah  
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**ABSTRAKSI**

*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* terhadap kepuasan PT. Bank Central Asia .Tbk KCP ITC Roxy Mas Jakarta Pusat dan seberapa besar pengaruhnya. Penelitian ini menggunakan tipe penelitian korelasional. Metode penelitian yang digunakan adalah survey, dengan pendekatan kuantitatif. Sample dalam penelitian ini sebanyak 61 sample yang merupakan nasabah PT. Bank Central Asia .Tbk KCP ITC Roxy Mas Jakarta Pusat.

Hasil penelitian ini membahas mengenai kualitas pelayanan *customer service* terhadap kepuasan nasabah PT. Bank Central Asia .Tbk KCP ITC Roxy Mas Jakarta Pusat. Berdasarkan hasil perhitungan dapat diketahui bahwa dari hasil perhitungan korelasi *Pearson Product Moment*, diketahui korelasinya sebesar 0.602 yang artinya variabel kualitas pelayanan dan variabel kepuasan nasabah memperlihatkan hubungan yang positif. Hal ini menunjukkan ada pengaruh yang signifikan antara kualitas pelayanan terhadap tingkat kepuasan nasabah PT. Bank Central Asia .Tbk KCP ITC Roxy Mas Jakarta Pusat.

Hal ini menunjukkan bahwa faktor kualitas pelayanan sangat penting untuk menunjang kepuasan nasabah PT. Bank Central Asia .Tbk KCP ITC Roxy Mas Jakarta Pusat. Dengan demikian, dapat disimpulkan hipotesis nol ( $H_0$ ) ditolak dan ( $H_a$ ) dalam penelitian ini diterima. Dapat dikatakan kualitas pelayanan berpengaruh signifikan terhadap kepuasan nasabah.

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, Customer Service, Kepuasan Nasabah



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Name : Dian Alvira Akbarina  
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Title : The Quality Of Customer Service PT. Bank Central Asia .Tbk  
KCP ITC Roxy Mas Central Jakarta On The Level Customer  
Satisfaction  
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**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, service quality on customer satisfaction of PT. Bank Central Asia, Tbk KCP ITC Roxy Mas, Central Jakarta 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 61 samples which were customers of PT. Bank Central Asia, Tbk KCP ITC Roxy Mas, Central Jakarta.*

*The results of this study discuss the of customer service, service quality on customer satisfaction of PT. Bank Central Asia, Tbk KCP ITC Roxy Mas, Central Jakarta. Based on the results of the calculation it can be seen of Pearson Product Moment correlation, it is known that the correlation is 0.602 which means that service quality variables and customer satisfaction variables show a positive relationship. This shows that there is a significant influence between service quality and customer satisfaction at PT. Bank Central Asia, Tbk KCP ITC Roxy Mas, Central Jakarta.*

*This shows that the service quality factor is very important to support the customer satisfaction of PT. Bank Central Asia. TB KCP ITC Roxy Mas Central Jakarta. Thus, it can be concluded that the null hypothesis ( $H_0$ ) is rejected and ( $H_a$ ) in this study was accepted. It can be said that service quality has a significant effect on customer satisfaction.*

*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.*

**Keyword:** *Quality of service, Customer Service, Customer Satisfaction*