ABSTRAK

Pada penelitian ini dilakukan analisis pengaruh kualitas pelayanan terhadap kepuasan nasabah pada PT. Permodalan Nasional Madani (Persero) ULaMM Cikupa Tangerang, dimana pengukuran kualitas pelayanan meliputi dimensi fisik (tangible), keandalan (realiability), daya tanggap (responsiveness), jaminan (assurance), dan empati (emphaty).

Metode analisis data yang digunakan dalam penelitian ini adalah metode deskriptif kuantitatif, untuk metode analisis statistik menggunakan koefisien korelasi, determinasi, regresi berganda dan persamaan regresi, sedangkan untuk pengujian hipotesisinya digunakan uji t dan uji f.

Dimensi kualitas pelayanan yang berpengaruh signifikan terhadap kepuasan nasabah PT. PNM (Persero) ULaMM Cikupa secara parsial adalah reliability (kehandalan), dan assurance (jaminan) sedangkan tangibles (bukti langsung), responsiveness (daya tanggap), dan empathy (empati) tidak berpengaruh secara signifikan. Dimensi kualitas pelayanan yang paling dominan berpengaruh terhadap kepuasan nasabah PT. PNM (Persero) ULaMM Cikupa adalah reliability (kehandalan), dimana dimensi kualitas pelayanan (Bukti Fisik, Kehandalan, Daya Tanggap, Jaminan, dan Empati) secara simultan berpengaruh signifikan terhadap kepuasan nasabah PT. PNM (Persero) ULaMM Cikupa.

Kata Kunci : Kualitas Pelayanan dan Kepuasan Nasabah

ABSTRACT

This research analyzes the influence of service quality to customer satisfaction on PT. Nasional Madani (Persero) ULaMM Cikupa Tangerang, where the measurement of service quality include the physical dimensions (tangible), reliability (realiability), responsiveness (responsiveness), insurance (assurance), and empathy (emphaty).

Methods of data analysis used in this research is descriptive quantitative method, to methods of statistical analysis using correlation coefficient, determination, multiple regression and regression equation. Meanwhile, to test the hypothesis used t test and, f test.

Dimensions of service quality have positive impacts on customer satisfaction PT. PNM (Persero) is partially ULaMM Cikupa reliability (reliability), and assurance (security) while tangibles (direct evidence), responsiveness (responsiveness), and empathy (empathy) was not significant. Dimensions of service quality the most dominant influence on customer satisfaction PT. PNM (Persero) ULaMM Cikupa is reliability (reliability), where the dimensions of service quality (Physical Evidence, Reliability, Response, Assurance, and Empathy) simultaneously significantly influence customer satisfaction PT. PNM (Persero) ULaMM Cikupa.

Keyword : Quality of Service and Customer Satisfaction