

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh keandalan, daya tanggap, jaminan, empati dan bukti fisik serta mengetahui faktor pelayanan apa saja yang perlu di tingkatkan PT Bank Central Asia KCP Ks Tubun sehingga dapat diketahui perbaikan yang dapat meningkatkan kepuasan nasabah PT Bank Central Asia KCP Ks Tubun. Populasi dalam penelitian ini adalah nasabah PT Bank Central Asia KCP Ks Tubun yang masih aktif dalam melakukan transaksi dan perhitungan sampel dalam penelitian ini menggunakan teknik purposive sampling dengan teknik *purposive sampling* sehingga didapatkan sampel sebanyak 100 nasabah. Metode analisis data dalam penelitian ini menggunakan Structural Equation Model-Partial Least Square (SEM-PLS) serta menggunakan metode IPMA untuk memperluas temuan hasil dasar PLS-SEM menggunakan skor variabel laten. Service quality mampu meningkatkan customer satisfaction. faktor service quality memiliki pengaruh positif dan signifikan terhadap customer satisfaction. Hasil pengujian IPMA ditemukan faktor Service Quality yaitu: reliability, keperdulian karyawan terhadap nasabah dan zero accident, responsiveness; kesesuaian janji layanan dan pelayanan perlu untuk ditingkatkan.

Kata Kunci: Kualitas Pelayanan, Kepuasan Konsumen, SEM PLS, IPMA

ABSTRACT

This study aims to analyze the effect of reliability, responsiveness, assurance, empathy and physical evidence and find out what service factors need to be improved by PT Bank Central Asia KCP Ks Tubun so that improvements can be known that can increase customer satisfaction of PT Bank Central Asia KCP Ks Tubun. The population in this study is customers of PT. Bank Central Asia KCP Ks Tubun, which is still active in conducting transactions and sample calculations, in this study uses purposive sampling techniques with purposive sampling techniques so that a sample of 100 customers is obtained. The data analysis method in this study uses the Structural Equation Model-Partial Least Square (SEM-PLS) and uses the IPMA method to expand the findings of the basic results of PLS-SEM using latent variable scores. Service quality can increase customer satisfaction. The service quality factor has a positive and significant influence on customer satisfaction. The results of IPMA testing found Service Quality factors, namely: reliability, employee care for customers and zero accident, responsiveness; The conformity of service promises and services needs to be improved.

Keywords: *Service Quality, Customer Satisfaction, SEM PLS, IPMA*