

## ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas produk, kenyamanan, dan keamanan terhadap keputusan membuka rekening tahapan pada Bank BCA KCU Jakarta Pusat. Metode dalam penelitian ini Kuantitatif. Populasi dalam penelitian ini nasabah Bank BCA. Jumlah sampel yang diambil dalam penelitian ini 130 responden dengan penyebaran kuesioner. Berdasarkan hasil analisis ditemukan bahwa Kualitas produk tidak berpengaruh terhadap keputusan membuka rekening tahapan BCA, Kenyamanan dan Keamanan berpengaruh signifikan terhadap keputusan membuka rekening tahapan BCA. Hasil dari penelitian ini dapat disarankan kepada pihak BCA untuk terus meningkatkan keputusan membuka rekening tahapan BCA.

*Kata Kunci: Kualitas Produk, Kenyamanan, Keamanan, Keputusan Membuka Rekening.*



UNIVERSITAS  
MERCU BUANA

## **ABSTRACT**

*This research aims to analyze the influence of product quality, comfort and security on the decision to open a staged account at Bank BCA KCU Central Jakarta. The method in this research is quantitative. The population in this study are BCA Bank customers. The number of samples taken in this research was 130 respondents by distributing questionnaires. Based on the results of the analysis, it was found that product quality had no influence on the decision to open a BCA stage account, comfort and security had a significant effect on the decision to open a BCA stage account. The results of this research can be recommended to BCA to continue to improve the decision to open a BCA stage account.*

*Keywords: Product Quality, Convenience, Security, Account Opening Decision.*



UNIVERSITAS  
MERCU BUANA