ABSTRAK

Muchamad Ichwan Nusaphala (11150336), Pengaruh Kualitas Pelayanan Jasa Terhadap Tingkat Kepuasan Nasabah Pada Bank Central Asia Cabang Yos Sudarso Jakarta

Penelitian ini bertujuan untuk mengetahui kualitas pelayanan, yaitu *tangible* (layanan fisik), *responsiveness* (layanan tanggapan), *reliability* (layanan kehandalan), *assurance* (layanan jaminan), dan *emphaty* (layanan empati) pada kepuasan nasabah PT. Bank Central Asia Tbk Cabang Yos Sudarso Jakarta. Jenis penelitian ini adalah empiris. Semua populasi dalam penelitian ini adalah nasabah PT. Bank Central Asia Tbk Cabang Yos Sudarso Jakartadengan sampel sebanyak 100 nasabah. Pengambilan sampel dilakukan dengan dengan menggunakan teknik *Incidental Sampling.* Teknik pengumpulan data dilakukan dengan memberikan kuesioner. Hasil penelitin menunjukkan bahwa *Tangible* (layanan fisik), *Responsiveness* (layanan tanggapan) dan *Emphaty* (layanan empati) berpengaruh positif akan tetapi tidak signifikan terhadap kepuasan nasabah. *Reliability* (layanan kehandalan) dan *Assurance*(layanan jaminan) berpengaruh positif dan signifikan terhadap kepuasan nasabah.

Kata Kunci : Kualitas layanan, kepuasan nasabah

ABSTRACT

Muchamad Ichwan Nusaphala (11150336), Effect of Service Quality on Customer Satisfaction Level at Bank Central Asia Branch Yos Sudarso Jakarta

This study aims to determine the quality of services, namely tangible (physical service), responsiveness (response service), reliability (reliability services), assurance (assurance services), and empathy (empathy service) on customer satisfaction PT. Bank Central Asia Tbk Branch Yos Sudarso Jakarta. This type of research is empirical. All of the population in this study were customers of PT. Bank Central Asia Tbk Branch Yos Sudarso Jakarta with a sample of 100 customers. Sampling is done by using Incidental Sampling technique. Data collection technique is done by giving questionnaire. The results showed that Tangible (physical service), Responsiveness (response service) and Emphaty (empathy service) have positive but not significant effect on customer satisfaction. Reliability (reliability services) and Assurance (warranty service) have a positive and significant impact on customer satisfaction.

Keywords: Service quality, customer satisfaction