ABSTRAK

Eka Wardiana. 2019. Stambuk 105720520815, **Pengaruh Kualitas Pelayanan Terhadap Kepuasan Nasabah pada PT. Bank Rakyat Indonesia (Persero) Tbk. Unit Bengo Cabang Watampone,** dibimbing oleh H. Abd. Rahman Rahim dan Samsul Rizal.

Tujuan penelitian ini adalah untuk mengetahui Pengaruh Kualitas Pelayanan Terhadap Kepuasan Nasabah pada PT. Bank Rakyat Indonesia (Persero) Tbk. Unit Bengo Cabang Watampone.

Penelitian ini dilaksanakan pada PT. Bank Rakyat Indonesia (Persero) Tbk. Unit Bengo Cabang Watampone, populasi penelitian adalah semua nasabah PT. Bank Rakyat Indonesia (Persero) Tbk. Unit Bengo Cabang Watampone yang ditemui pada saat penelitian, dimana populasinya sebanyak 500 nasabah sedangkan besarnya sampel yang ditetapkan menggunakan teknik *insidental sampling* yaitu sebanyak 84 responden. Pengumpulan data menggunakan teknik statistik deskriptif, analisis regresi linear sedehana, dan uji hipotesis.

Hasil analisis data diperoleh t hitung sebesar 7.669 sedangkan t tabel sebesar 1.98932, sehingga hipotesis uji t variabel kualitas pelayanan memiliki pengaruh yang positif terhadap kepuasan nasabah. Dari hasil perhitungan SPSS diperoleh R = 0,646, dengan R^2 = 0,418 atau 41,8%, dari besarnya kepuasan nasabah telah dijelaskan pada data kualitas pelayanan. Sementara sisanya yaitu 0,582 atau 58,2% informasi mengenai besarnya kepuasan nasabah belum dapat dijelaskan oleh variabel-variabel bebas tersebut.

Kata Kunci: Kualitas Pelayanan, Kepuasan Nasabah.

ABSTRACT

Eka Wardiana. 2019. Stambuk 105720520815, **Effect of Service Quality on Customer Satisfaction at PT. Bank Rakyat Indonesia (Persero) Tbk. Unit Bengo Cabang Watampone**, guided by H. Abd. Rahman Rahim and Samsul Rizal.

The purpose of this study was to determine the effect of service quality on customer satisfaction at PT. Bank Rakyat Indonesia (Persero) Tbk. Unit Bengo Branch Watampone.

This research was conducted at PT. Bank Rakyat Indonesia (Persero) Tbk. Unit Bengo Branch Watampone, the research population is all customers of PT. Bank Rakyat Indonesia (Persero) Tbk. Unit Bengo Branch Watampone Unit which was met at the time of the research, where the population was 500 customers while the sample size was determined using incidental sampling technique, which was 84 respondents. Data collection uses descriptive statistical techniques, simple linear regression analysis, and hypothesis testing.

The results of data analysis obtained t count of 7.669 while t table amounted to 1.98932, so the t test hypothesis variable service quality has a positive effect on customer satisfaction. From the calculation of SPSS obtained R = 0.646, with R2 = 0.418 or 41.8%, the amount of customer satisfaction has been explained in the service quality data. While the rest, which is 0.582 or 58.2%, information about the amount of customer satisfaction cannot be explained by these independent variables.

Keywords: Service Quality, Customer Satisfaction.