

ABSTRAK

PENGARUH TINGKAT KEPUASAN NASABAH TERHADAP KUALITAS PELAYANAN JASA PERUSAHAAN DAERAH BANK PERKREDITAN RAKYAT BANK BANTUL

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Penelitian bertujuan untuk mengetahui: pengaruh *tangible*, *reliability*, *responsiveness*, *assurance*, *emphaty* terhadap tingkat kepuasan nasabah PD. BPR Bank Bantul.

Jenis penelitian yang dilaksanakan adalah studi kasus. Penelitian dilaksanakan di PD. BPR Bank Bantul. Teknik pengambilan sampel menggunakan teknik sampel sederhana (*convenience sampling*), sampel yang diambil sebanyak 217 nasabah dari jumlah populasi sebanyak 500 nasabah kredit umum. Data dalam penelitian menggunakan kuisioner, yang terlebih dahulu dilakukan pengujian validitas dan reliabilitas. Uji prasyarat menggunakan tiga uji asumsi klasik yaitu uji autokorelasi, uji multikolinieritas dan uji heteroskedastisitas dan teknik analisis data menggunakan analisis regresi berganda serta dengan program SPSS versi 16.0 for windows.

Dari hasil analisis data, maka dapat disimpulkan sebagai berikut: *tangible* tidak berpengaruh signifikan terhadap kepuasan nasabah, *reliability* berpengaruh signifikan terhadap kepuasan nasabah, *responsiveness* berpengaruh signifikan terhadap kepuasan nasabah, *assurance* berpengaruh signifikan terhadap kepuasan nasabah, *emphaty* tidak berpengaruh signifikan terhadap kepuasan nasabah.

ABSTRACT

THE EFFECT OF THE LEVEL OF CUSTOMER SATISFACTION ON THE SERVICE QUALITY OF RURAL LOCAL CREDIT BANK IN BANTUL

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The study aims to determine: the influence of tangible, reliability, responsiveness, assurance, customer satisfaction rate empathy towards Rural Local Credit Bank in Bantul.

The type of the research is a case study. The experiment was conducted in Rural Local Credit Bank in Bantul. Technique for taking a samples is convenience sampling. The samples are 217 customers, taken from 500 credit customers. Data were collected by questionnaire, and tested by validity and reliability. Prerequisite test used three classic assumptions test the autocorrelation test, test multicollinearity and heteroscedasticity test. Data were analysed by multiple regression analysis and the SPSS version 16.0 for windows.

From the analysis of data, it can be concluded that: (1) tangible doesn't have significant effect on customer satisfaction, (2) reliability has significant effect on customer satisfaction, (3) responsiveness has significant effect on customer satisfaction, (4) assurance has significant effect on customer satisfaction, whereas (5) empathy doesn't have significant effect on customer satisfaction.