

## ABSTRAK

### **PENGARUH RELIABILITY, RESPONSIVENESS, ASSURANCE, EMPATHY DAN TANGIBLES TERHADAP TINGKAT KEPUASAN NASABAH**

Studi pada Nasabah Bank BRI Kantor Cabang Unit Berbah

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Penelitian ini bertujuan untuk mengetahui: 1) pengaruh secara simultan *reliability*, *responsiveness*, *assurance*, *empathy* dan *tangibles* terhadap tingkat kepuasan nasabah 2) pengaruh secara parsial *reliability* terhadap tingkat kepuasan nasabah 3) pengaruh secara parsial *responsiveness* terhadap tingkat kepuasan nasabah 4) pengaruh secara parsial *assurance* terhadap tingkat kepuasan nasabah 5) pengaruh secara parsial *empathy* terhadap tingkat kepuasan nasabah 6) pengaruh secara parsial *tangibles* terhadap tingkat kepuasan nasabah. Sampel dari penelitian ini adalah nasabah Bank BRI Kantor Cabang Unit Berbah yang melakukan transaksi minimal 2 kali dalam 1 bulan terakhir didapat sebanyak 111 responden. Teknik pengambilan sampel menggunakan *non-probability sampling*, teknik *non-probability* yang digunakan adalah *accidental sampling*. Teknik analisis data menggunakan analisis linear berganda dengan menggunakan aplikasi SPSS versi 20 untuk Windows. Hasil yang didapatkan yaitu: 1) *Reliability*, *responsiveness*, *assurance*, *empathy* dan *tangibles* secara simultan berpengaruh terhadap kepuasan nasabah di Bank BRI Kantor Unit Berbah 2) *Reliability* secara parsial tidak berpengaruh terhadap kepuasan nasabah di Bank BRI Kantor Unit Berbah 3) *Responsiveness* secara parsial tidak berpengaruh terhadap kepuasan nasabah di Bank BRI Kantor Unit Berbah 4) *Assurance* secara parsial tidak berpengaruh terhadap kepuasan nasabah di Bank BRI Kantor Unit Berbah 5) *Empathy* secara parsial berpengaruh terhadap kepuasan nasabah di Bank BRI Kantor Unit Berbah 6) *Tangibles* secara parsial berpengaruh terhadap kepuasan nasabah di Bank BRI Kantor Unit Berbah

Kata kunci: *reliability*, *responsiveness*, *assurance*, *empathy*, *tangibles*, tingkat kepuasan nasabah

## ABSTRACT

### **THE INFLUENCE OF RELIABILITY, RESPONSIVENESS, ASSURANCE, EMPATHY AND TANGIBLES ON CUSTOMER SATISFACTION LEVEL**

Studi on client of Bank BRI Branch Office Unit Berbah

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*This study aims to determine: 1) the influence of reliability, responsiveness, assurance, empathy and tangibles simultaneously on the level of customer satisfaction 2) the influence of reliability partially on the level of customer satisfaction 3) the influence of responsiveness partially on the level of customer satisfaction 4) the influence of assurance partially on the level of customer satisfaction 5) the influence of empathy partially on the level of customer satisfaction 6) the influence of tangibles partially on the level of customer satisfaction. The sample of this study were customers of BRI Bank Berbah Branch Offices who made transactions at least twice in the last 1 month, as many as 111 respondents were obtained. The sampling technique used is non-probability sampling, the non-probability technique used is accidental sampling. The data analysis technique uses multiple linear analysis using the SPSS version 20 application for Windows. The results obtained are: 1) Reliability, responsiveness, assurance, empathy and tangibles simultaneously influenced customer satisfaction at Bank BRI Branch Office Unit Berbah 2) Reliability had no partial influence on customer satisfaction at Bank BRI Branch Office Unit Berbah 3) Responsiveness had no partial influence on customer satisfaction at Bank BRI Branch Office Unit Berbah 4) Assurance had no partial influence on customer satisfaction at Bank BRI Branch Office Unit Berbah 5) Empathy had an partial influence on customer satisfaction at Bank BRI Branch Office Unit Berbah 6) Tangibles had a partial influence on customer satisfaction on Bank BRI Branch Office Unit Berbah.*

*Keyword: reliability, responsiveness, assurance, empathy, tangibles, customer satisfaction level*