

**ABSTRAK****PENGARUH KUALITAS PELAYANAN TERHADAP KEPUASAN NASABAH****Studi Pada PT. Bank Papua Cabang Daerah Istimewa Yogyakarta****Longginus Passe****Universitas Sanata Dharma****Yogyakarta****2016**

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas pelayanan, yaitu: *tangible* (layanan bukti fisik), *reliability* (layanan kehandalan), *responsiveness* (layanan tanggapan), *assurance* (layanan jaminan) dan *emphaty* (layanan empati) pada kepuasan nasabah PT. Bank Papua Cabang Daerah Istimewa Yogyakarta. Jenis penelitian ini adalah penelitian empiris. Populasi dalam penelitian ini adalah semua nasabah di PT. Bank Papua Cabang Daerah Istimewa Yogyakarta dengan sampel sebanyak 100 orang nasabah penabung. Pengambilan sampel dilakukan dengan menggunakan teknik *Incidental Sampling*. Teknik pengumpulan data dilakukan dengan kuisisioner. Analisis data dilakukan dengan teknik analisis regresi berganda. Hasil penelitian menunjukkan bahwa *tangible* (layanan bukti fisik), *assurance* (layanan jaminan) dan *emphaty* (layanan empati) berpengaruh positif tetapi tidak signifikan terhadap kepuasan nasabah. *Reliability* (layanan kehandalan) dan *responsiveness* (layanan tanggapan) berpengaruh positif dan signifikan terhadap kepuasan nasabah.

Kata Kunci: kualitas pelayanan, kepuasan nasabah.

## ABSTRACT

### THE INFLUENCE OF A SERVICE QUALITY TOWARDS A CLIENT SATISFACTION

A Case Study in PT. Bank Papua of Yogyakarta Special Region Branch

**Longginus Passe**

University of Sanata Dharma

2016

This research aims to know the influence of a service quality namely: tangible (physical evidence service), reliability (reliability service), responsiveness (response service), assurance (guarante service) and empathy (empathy service) on customer satisfaction of PT. Bank Papua of Yogyakarta Special Region Branch. This is an empirical research. These research population were 100 customer of PT. Bank Papua of Yogyakarta Special Region Branch numbered. The sample technique used was an Incidental Sampling. Data gathering technique was conducted by questionnaire. Data was analyzed using a multiple regression analysis. The research results show that tangible (physical evidence service), assurance (guarantee service) and empathy (empathy service) positively but not significantly influence a customer satisfaction. Reliability (reliability service) and responsiveness (response service) positively and significantly influence a customer satisfaction.

**Keywords:** service quality, customer satisfaction.