

ABSTRAK

Pengaruh Kualitas Pelayanan Terhadap Kepuasan Nasabah (Studi BTN Kantor Kas Universitas Lampung)

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Perusahaan harus memperhatikan kualitas pelayanan agar konsumen merasa puas, demikian juga BTN sebagai perusahaan jasa. Permasalahan pada penelitian ini adalah apakah indikator *tangible*, *reliability* dan *responsiveness* berpengaruh positif signifikan terhadap kepuasan nasabah BTN Universitas Lampung. Sehingga penelitian ini bertujuan untuk mengetahui pengaruh variabel dari kualitas pelayanan yaitu *tangible*, *realibility* dan *responsiveness* terhadap kepuasan mahasiswa yang membayar SPP di bank BTN UNILA.

Hipotesis yang diajukan pada penelitian ini : (1) Indikator *tangible* berpengaruh positif terhadap kepuasan konsumen, (2) Indikator *reliability* berpengaruh positif terhadap kepuasan konsumen dan (3) Indikator *responsiveness* berpengaruh positif terhadap kepuasan konsumen. Untuk menjawab hipotesis dilakukan penelitian dengan sampel sebanyak 100 responden mahasiswa S1 Paralel Fakultas FEB, Hukum, FISIP dan MIPA dan alat analisis yang digunakan adalah regresi linier berganda.

Setelah dilakukan perhitungan diperoleh hasil bahwa variabel pengaruh terbesar adalah variabel *responsiveness* lalu diikuti variabel kedua yaitu *tangible* serta pengaruh terkecil yaitu variabel *reliability*. Hipotesis pada penelitian ini diterima karena faktor kesalahan lebih kecil daripada nilai kesalahan yang dapat diterima. Saran Penelitian ini adalah Bank BTN UNILA harus menghindari kesalahan dalam transaksi terutama saat pembayaran SPP mahasiswa Universitas Lampung. Bank BTN dapat melakukan penambahan kapasitas system layanan seperti memperbesar kapasitas teknologi informasinya terutama saat mahasiswa melakukan pembayaran SPP. Bank BTN UNILA membuat sistem antrian yang baik dengan cara mengatur jadwal pembayaran berdasarkan fakultas dan jurusan masing-masing sehingga tidak terjadi penumpukan.

Kata kunci : bukti fisik, keandalan, ketanggapan, kepuasan konsumen

ABSTRACT

Effect of Service Quality on Customer Satisfaction (BTN Study of Lampung University Cash Office)

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Companies must pay attention to service quality so that consumers feel satisfied, as well as BTN as a service company. The problem in this study is whether tangible, reliability and responsiveness indicators have a significant positive effect on the satisfaction of BTN University Lampung customers. So that this study aims to determine the effect of variables on service quality, namely tangible, reliability and responsiveness to the satisfaction of students who pay tuition fees at the UNILA BTN bank.

The hypothesis proposed in this study: (1) Tangible indicators have positive influence on consumer satisfaction, (2) Indicators of reliability have a positive effect on consumer satisfaction and (3) Indicators of responsiveness have a positive effect on customer satisfaction. To answer the hypothesis the research was conducted with a sample of 100 respondents from the Faculty of FEB, Law, FISIP and MIPA Parallel S1 students and the analysis tool used was multiple linear regression.

After the calculation is done, the results show that the biggest influence variable is the responsiveness variable and then the second variable is tangible and the smallest effect is the reliability variable. The hypothesis in this study is accepted because the error factor is smaller than the acceptable error value. The suggestion of this research is that Bank BTN UNILA must avoid errors in transactions, especially when paying tuition fees for students at the University of Lampung. Bank BTN can add service system capacity such as enlarging its information technology capacity, especially when students make SPP payments. Bank BTN UNILA makes a good queuing system by arranging payment schedules based on the faculties and departments of each so that there is no accumulation.

Keywords: tangible, reliability, responsiveness, customer satisfaction