

## ABSTRAK

### **PENGARUH *SERVICE EXCELLENT* TERHADAP KEPUASAN PELANGGAN (*Study* Pada PT. Bank Rakyat Indonesia Cabang Bandar Jaya)**

Oleh

**Arnika Ayu Sakina**

Jurusan Magister Ilmu Administrasi  
Fakultas Ilmu Sosial dan Ilmu Politik  
Universitas Lampung

Penelitian ini bertujuan untuk mengetahui dan mendeskripsikan besarnya pengaruh secara parsial variabel kemampuan, sikap, penampilan, perhatian, tindakan, tanggung jawab terhadap kepuasan pelanggan Bank Rakyat Indonesia cabang Bandar Jaya, kemudian untuk mengetahui besar pengaruh secara simultan variabel kemampuan, sikap, penampilan, perhatian, tindakan, tanggung jawab terhadap kepuasan pelanggan Bank Rakyat Indonesia cabang Bandar Jaya.

Penelitian ini menggunakan paradigma penelitian kuantitatif dan termasuk dalam jenis penelitian eksplanatif, populasi pada penelitian ini adalah nasabah bank Rakyat Indonesia cabang Bandar Jaya, metode pengumpulan data dengan menggunakan metode *Purposive Sampling*. Variabel independen pada penelitian ini adalah kemampuan, sikap, penampilan, perhatian, tindakan, tanggung jawab, sedangkan variabel dependen pada penelitian ini adalah kepuasan pelanggan.

Berdasarkan hasil pengujian dengan uji signifikan parsial, hasil penelitian ini menunjukkan bahwa variabel kemampuan, sikap, penampilan, perhatian, tindakan, tanggung jawab masing-masing berpengaruh signifikan terhadap kepuasan nasabah Bank Rakyat Indonesia Cabang Bandar Jaya.

Berdasarkan hasil uji signifikan simultan ada pengaruh secara simultan antara variabel kemampuan, sikap, penampilan, perhatian, tindakan, tanggung jawab terhadap kepuasan nasabah Bank Rakyat Indonesia cabang Bandar Jaya dan dengan uji koefisien determinasi diketahui bahwa hubungan antara kemampuan, sikap, penampilan, perhatian, tindakan, tanggung jawab terhadap kepuasan nasabah sebesar 56,4%.

**Kata kunci: Kemampuan, Sikap, Penampilan, Perhatian, Tindakan, Tanggung Jawab, Kepuasan Pelanggan**

**THE INFLUENCE OF SERVICE EXCELLENT  
TO CUSTOMER SATISFACTION  
(Study of PT. Bank Rakyat Indonesia Bandar Jaya Branch)**

*Master of administration sciences department  
Faculty of Social and Political Sciences  
Lampung University*

*By*

**ARNIKA AYU SAKINA**

**ABSTRACT**

*This study aims to determine and describe the partial influence of the variables of ability, attitude, appearance, attention, action, responsibility on customer satisfaction at Bank Rakyat Indonesia Bandar Jaya branch, then to determine the magnitude of the simultaneous influence of the variables of ability, attitude, appearance, attention, action, responsibility for customer satisfaction of Bank Rakyat Indonesia Bandar Jaya branch. This study uses a quantitative research paradigm and is included in the type of explanatory research, the population in this study is the customer of the Indonesian People's Bank at the Bandar Jaya branch, the data collection method uses the Purposive Sampling method. The independent variables in this study are ability, attitude, appearance, attention, action, responsibility, while the dependent variable in this study is customer satisfaction. Based on the test results with the partial significant test, the results of this study indicate that the variables of ability, attitude, appearance, attention, action, responsibility each have a significant effect on customer satisfaction at Bank Rakyat Indonesia Bandar Jaya Branch. Based on the results of the simultaneous significant test, means that there is a simultaneous influence between the variables of ability, attitude, appearance, attention, action, responsibility on Bank Rakyat customer satisfaction. Indonesia branch of Bandar Jaya and with the coefficient of determination test it is known that the relationship between ability, attitude, appearance, attention, action, responsibility to customer satisfaction is 56.4%.*

**Keywords:** *Ability, Attitude, Appearance, Attention, Action, Responsibility, Customer Satisfaction.*