

ABSTRAK

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Pengaruh Kualitas Pelayanan, Nilai Nasabah, Teknologi Layanan Mandiri dan Penanganan Keluhan Terhadap Kepuasan Nasabah serta Tinjauannya Menurut Sudut Pandang Islam (Studi Pada Nasabah PT. Bank Central Asia Tbk. KCP Gunung Sahari)

127 halaman + xv halaman + 20 tabel + 6 gambar + 5 lampiran

Uraian Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh Kualitas Pelayanan, Nilai Nasabah, Teknologi Layanan Mandiri dan Penanganan Keluhan Terhadap Kepuasan Nasabah serta Tinjauannya Menurut Sudut Pandang Islam. Sampel dalam penelitian adalah 145 Nasabah BCA KCP Gunung Sahari. Teknik pengambilan sampel yang digunakan adalah *purposive sampling*. Data dikumpulkan dengan menggunakan metode survey dengan instrument kuesioner. Metode analisis data yang digunakan yaitu analisis Partial Least Square Structural Equation Modelling.

Hasil penelitian menunjukkan bahwa (1) kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan nasabah (p-value 0,011) (2) nilai nasabah berpengaruh positif dan tidak signifikan terhadap kepuasan nasabah (p-value 0,147) (3) teknologi layanan mandiri berpengaruh positif dan signifikan terhadap kepuasan nasabah (p-value < 0,001) (4) penanganan keluhan berpengaruh positif dan signifikan terhadap kepuasan nasabah (p-value <0,001) (5) kualitas pelayanan, nilai nasabah, teknologi layanan mandiri dan penanganan keluhan dapat dijadikan model yang memiliki kesesuaian (fit) yang besar (GoF 0,71) untuk dijadikan model yang dapat memprediksi (Q2 0,773) pengaruhnya terhadap kepuasan nasabah. Dalam perspektif islam, bahwa kualitas pelayanan, nilai nasabah, teknologi layanan mandiri, penanganan keluhan dan kepuasan nasabah perlu diterapkan sesuai nilai-nilai yang terkandung dalam Al-Quran agar mendapat manfaat dan menimbulkan suatu kesan yang baik oleh nasabah.

Kata Kunci: Kualitas Pelayanan, Nilai Nasabah, Teknologi Layanan Mandiri, Penanganan Keluhan, Kepuasan Nasabah

ABSTRACT

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The Influence of Service Quality, Customer Value, Self-Service Technology and Handling Complaints on Customer Satisfaction and Its Overview from an Islamic Point of View (Case Study of BCA KCP Gunung Sahari Customers)

127 pages + xv pages + 20 tables + 6 pictures + 5 attachments

Abstract Description

This study aims to determine of the effect of Service Quality, Customer Value, Self-Service Technology and Handling Complaints on Customer Satisfaction and Its Overview from an Islamic Point of View. The sample in the study was 145 BCA KCP Gunung Sahari customers. The sampling technique used was purposive sampling. The data were collected using a survey method with a questionnaire instrument. The data analysis method used is Partial Least Square Structural Equation Modeling analysis.

The results showed that (1) service quality had a positive and significant effect on customer satisfaction (p-value 0,011) (2) customer value had a positive and negative effect significant towards customer satisfaction (p-value 0,147) (3) Self-service technology had a positive and significant effect on customer satisfaction (p-value < 0,001) (4) handling customer had a positive and significant effect on customer satisfaction (p-value <0,001) (5) service quality, customer value, self-service technology and complaint handling can be used as models that has a large fit (GoF 0,71) to be used as a model that can predict (Q2 0,773) the effect on customer satisfaction. In the Islamic perspective, that service quality, customer value, self-service technology, complaint handling and customer satisfaction need to be applied according to the values contained in the Qur'an in order to benefit and create a good impression by customers.

Keywords: Service Quality, Customer Value, Self-Service Technology, Handling Complaints and Customer Satisfaction