

ABSTRACT

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THE INFLUENCE OF SERVICE QUALITY TOWARDS CUSTOMER SATISFACTION AT PT BANK CENTRAL ASIA TBK TANJUNGBALAI

(xv+ 88 pages; 8 figures; 34 tables; 22 appendices)

This research is using Service Quality as variable X and Customer Satisfaction as variable Y and the object is PT. Bank Central Asia Tbk Tanjungbalai.

Customer satisfaction brings a great impact on the company itself, and tries to achieve the higher level of customer satisfaction. Service quality is one of the tool to achieve customer satisfaction. The objectives of this research are to evaluate the service quality and customer satisfaction at PT BCA Tanjungbalai as well as to identify the influence of service quality towards customer satisfaction at PT. Bank Central Asia Tanjungbalai.

The indicators used for this research are, Tangible, Reliability, Responsiveness, Assurance, and Empathy, for service quality. Then, the indicator used for Customer Satisfaction are Re-purchase, Word-of-mouth, Brand Image, and Purchasing decision.

Descriptive and causal research are used in this research. Questionnaires using Likert Scale are distributed to 97 BCA Tanjungbalai customers as sample, to collect the main data of this research.

The conclusion of this research are 1) The service quality dimensions; Tangible, Reliability, Responsiveness, Assurance, and Empathy have positive effect on customer satisfaction at PT BCA Tanjungbalai, responsiveness dimension needed improvement. 2) Customer satisfaction dimensions; Re-purchase, Word-of-mouth, Brand Image, and Purchasing decision have positive result at PT BCA Tanjungbalai however, brand image needed improvement. 3) There is an influence of service quality towards customer satisfaction at PT BCA Tanjungbalai.

Keywords: Service Quality, Customer Satisfaction, International Business

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THE INFLUENCE OF SERVICE QUALITY TOWARDS CUSTOMER SATISFACTION AT PT BANK CENTRAL ASIA TBK TANJUNGBALAI

Penelitian ini menggunakan Kualitas Layanan sebagai variabel X dan Kepuasan Pelanggan sebagai variabel Y dan objek penelitian ini adalah PT. Bank Central Asia Tbk Tanjungbalai.

Kepuasan pelanggan membawa dampak besar pada perusahaan itu sendiri, serta dibutuhkan untuk mencapai tingkat kepuasan pelanggan yang lebih tinggi. Kualitas layanan adalah salah satu alat untuk mencapai kepuasan pelanggan. Tujuan dari penelitian ini adalah untuk mengevaluasi kualitas layanan dan kepuasan pelanggan di PT BCA Tanjungbalai serta untuk mengidentifikasi pengaruh kualitas layanan terhadap kepuasan pelanggan di PT. Bank Central Asia Tanjungbalai.

Indikator yang digunakan untuk penelitian ini adalah, *Tangible, Reliability, Responsiveness, Assurance, dan Empathy*, untuk kualitas layanan. Kemudian, indikator yang digunakan untuk Kepuasan Pelanggan adalah *Re-purchase, Word-of-mouth, Brand Image, dan Purchasing decision*.

Penelitian deskriptif dan kausal digunakan dalam penelitian ini. Queestionnaires dengan Skala Likert didistribusikan ke 97 pelanggan BCA Tanjungbalai yang merupakan sampel, untuk mengumpulkan data utama dari penelitian ini.

Kesimpulan dari penelitian ini adalah 1) Dimensi kualitas layanan berpengaruh positif terhadap kepuasan pelanggan di PT BCA Tanjungbalai, dimensi *responsiveness* perlu ditingkatkan. 2) Dimensi kepuasan pelanggan memiliki hasil positif di PT BCA Tanjungbalai, namun *brand image* perlu ditingkatkan. 3) Ada pengaruh kualitas layanan terhadap kepuasan pelanggan di PT BCA Tanjungbalai.

Kata kunci: Kualitas Layanan, Kepuasan Pelanggan, Bisnis Internasional