

ABSTRAK

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 pada PT. Bank J Trust Indonesia, Tbk. Cabang Kertajaya Surabaya. Jenis penelitian ini adalah penelitian empiris. Populasi dalam penelitian ini adalah semua nasabah di PT. Bank J Trust Indonesia Cabang Kertajaya Surabaya dengan sampel sebanyak 100 orang nasabah penabung. Pengambilan sampel dilakukan dengan menggunakan tehnik Incidental Sampling. Teknik pengumpulan data dilakukan dengan kuesioner . 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 : Kepuasan Nasabah, Kualitas Layanan, *Tangible*, *Reliability*, *Responsiveness*, *Assurance*, dan *Emphaty*

ABSTRACT

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) dan Emphaty (guarante service) on customer satisfaction of PT. Bank J Trust of Surabaya Special Region Branch. This is an empirical research. These research population were 100 customer of PT. Bank J Trust of Surabaya 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), Reliability (reliability service), Responsiveness (response service), Assurance (guarante service) dan Emphaty (guarante service) positively but not significantly influence a customer satisfaction. Reliability (reliability service) and responsiveness (response service) positively and significantly influence a customer satisfaction.

Keywords : *Customer Satisfaction, Service Quality, Tangible, Reliability, Responsiveness, Assurance dan Emphaty*