

**PENGARUH KUALITAS PELAYANAN DAN KEMUDAHAN
MEMPEROLEH INFORMASI TERHADAP KEPUASAN NASABAH DI
PT. BPR BALI DEWATA BATUBULAN GIANYAR**

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ABSTRAK

Tujuan daripada riset ini buat mengetahui (1) pengaruh kualitas pelayanan terhadap kepuasan nasabah di PT. BPR Bali Dewata Butubulan Gianyar, (2) pengaruh kemudahan memperoleh informasi terhadap kepuasan nasabah di PT. BPR Bali Dewata Batubulan Gianyar, (3) pengaruh kualitas pelayanan serta kemudahan memperoleh informasi terhadap kepuasan nasabah di PT. BPR Bali Dewata Batubulan Gianyar. Riset ini tergolong kausal, dengan populasi berjumlah 758 orang dari Kabupaten Gianyar yang seluruhnya yakni nasabah PT. BPR Bali Dewata. Besar sampel buat penelitian ini yakni 262 orang. Data diperoleh dengan mengaplikasikan angket serta diolah dengan SPSS for Windows versi 25 mengaplikasikan analisis regresi linier berganda yang meliputi uji t serta uji F. Dengan hasil penelitian yaitu : (1) ada pengaruh positif serta signifikan kualitas pelayanan terhadap kepuasan nasabah di PT. BPR Bali Dewata Batubulan Gianyar secara parsial, (2) ada pengaruh positif serta signifikan kemudahan memperoleh informasi terhadap kepuasan nasabah di PT. BPR Bali Dewata Batubulan Gianyar secara parsial, (3) ada pengaruh positif serta signifikan kualitas pelayanan serta kemudahan memperoleh informasi terhadap kepuasan nasabah di PT. BPR Bali Dewata Batubulan Gianyar secara simultan. Sebesar 27,6% kepuasan nasabah di PT. BPR Bali Dewata Batubulan Gianyar dipengaruhi oleh kualitas pelayanan dan kemudahan memperoleh informasi, sedangkan sisanya 72,4% dipengaruhi oleh faktor lain yang tidak diteliti.

Kata kunci : kualitas pelayanan, kemudahan memperoleh informasi, kepuasan nasabah.

**THE EFFECT OF SERVICE QUALITY AND EASE OF OBTAINING
INFORMATION ON CUSTOMER SATISFACTION AT PT. BPR BALI
DEWATA BATUBULAN GIANYAR**

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ABSTRACT

The purpose of this research is to determine (1) the effect of service quality on customer satisfaction at PT. BPR Bali Dewata Butubulan Gianyar, (2) the effect of ease of obtaining information on customer satisfaction at PT. BPR Bali Dewata Batubulan Gianyar, (3) the effect of service quality and ease of obtaining information on customer satisfaction at PT. BPR Bali Dewata Batubulan Gianyar. This research is classified as causal, with a population of 758 people from Gianyar regency, all of whom are customers of PT. BPR Bali Dewata. The sample size for this study was 262 people. Data obtained by applying questionnaires and processed with SPSS for Windows version 25 applying multiple linear regression analysis which includes t test and F test. With the results of the study, namely: (1) there is a positive and significant effect of service quality on customer satisfaction at PT. BPR Bali Dewata Batubulan Gianyar partially, (2) there is a positive and significant effect of ease of obtaining information on customer satisfaction at PT. BPR Bali Dewata Batubulan Gianyar partially, (3) there is a positive and significant influence of service quality and ease of obtaining information on customer satisfaction at PT. BPR Bali Dewata Batubulan Gianyar simultaneously. Amounted to 27.6% customer satisfaction at PT. BPR Bali Dewata Batubulan Gianyar was influenced by the quality of Service and ease of obtaining information, while the remaining 72.4% was influenced by other factors that were not studied.

Keywords: quality of Service, ease of obtaining information, customer satisfaction.