

ABSTRAK

Ismayanti, Komang Kristina (2025). *Determinan Kepuasan Nasabah Pada LPD Desa Adat Banyuning Kabupaten Buleleng Bali*. Tesis, Ilmu Manajemen, Program Pascasarjana, Universitas Pendidikan Ganesha

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Kata-kata kunci : kualitas pelayanan, citra, promosi, dan kepuasan nasabah

Riset berniat dalam menganalisis pengaruh: (1) kualitas pelayanan, citra dan promosi terhadap kepuasan nasabah, (2) kualitas pelayanan terhadap kepuasan nasabah, (3) citra terhadap kepuasan nasabah, dan (4) promosi terhadap kepuasan nasabah. Riset mengenakan desain kajian kuantitatif kausal. Poin pada kajian adalah penabung pada LPD Desa Adat Banyuning dengan pokok pembicaraan dikenakan yakni kualitas pelayanan, citra, promosi, dan kepuasan nasabah. Penduduk yang dikenakan yakni 901 penabung yang pemungutan sampel mengenakan probability sampling. Penentuan sampel dihitung dengan rumus Slovin, maka dihasilkan sampel 100 responden. Cara penyatuan data yang dikenakan yakni kuesioner lalu ditelaah dengan mengenakan analisis regresi linear berganda. Perolehan kajian memperlihatkan (1) kualitas pelayanan, citra dan promosi berpengaruh signifikan terhadap kepuasan nasabah, (2) kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan nasabah (3) citra berpengaruh positif dan signifikan terhadap kepuasan nasabah, dan (4) promosi berpengaruh positif dan signifikan terhadap kepuasan nasabah.

ABSTRACT

Ismayanti, Komang Kristina (2025). Determinants of Customer Satisfaction at LPD Banyuning Traditional Village, Buleleng Regency, Bali. Thesis, Management Science, Postgraduate Program, Ganesha University of Education

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Keywords: service quality, image, promotion, and customer satisfaction

The research intends to analyze the influence of: (1) service quality, image and promotion on customer satisfaction, (2) service quality on customer satisfaction, (3) image on customer satisfaction, and (4) promotion on customer satisfaction. The research uses a causal quantitative study design. The points in the study are savers at the LPD Desa Adat Banyuning with the main topics being service quality, image, promotion, and customer satisfaction. The population being studied are 901 savers whose sample collection uses probability sampling. The determination of the sample is calculated using the Slovin formula, resulting in a sample of 100 respondents. The method of data unification used is a questionnaire then analyzed using multiple linear regression analysis. The results of the study show that (1) service quality, image and promotion have a significant effect on customer satisfaction, (2) service quality has a positive and significant effect on customer satisfaction (3) image has a positive and significant effect on customer satisfaction, and (4) promotion has a positive and significant effect on customer satisfaction.