

**PENGARUH KUALITAS PELAYANAN DAN CITRA PERUSAHAAN
TERHADAP KEPUASAN NASABAH BANK SYARIAH INDONESIA
CABANG BULELENG**

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ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh (1) kualitas pelayanan terhadap kepuasan nasabah Bank Syariah Indonesia Cabang Buleleng, (2) citra perusahaan terhadap kepuasan nasabah Bank Syariah Indonesia Cabang Buleleng, dan (3) kualitas pelayanan dan citra perusahaan terhadap kepuasan nasabah Bank Syariah Indonesia Cabang Buleleng. Subjek dari penelitian ini adalah seluruh masyarakat yang merupakan nasabah di Bank Syariah Indonesia Cabang Buleleng yang berusia minimal 17 tahun sedangkan objek dari penelitian ini ialah kualitas pelayanan, citra perusahaan dan kepuasan nasabah. Pada penelitian ini menggunakan rancangan penelitian kuantitatif kausal. Teknik pengumpulan data menggunakan kuesioner, dan data dianalisis dengan analisis regresi linear berganda. Hasil penelitian menunjukkan bahwa (1) kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan nasabah Bank Syariah Indonesia Cabang Buleleng, (2) citra perusahaan berpengaruh positif dan signifikan terhadap kepuasan nasabah Bank Syariah Indonesia Cabang Buleleng, dan (3) kualitas pelayanan dan citra perusahaan berpengaruh signifikan dan simultan terhadap kepuasan nasabah Bank Syariah Indonesia Cabang Buleleng.

Kata kunci: citra perusahaan, kepuasan nasabah, kualitas pelayanan

***THE INFLUENCE OF SERVICE QUALITY AND CORPORATE IMAGE ON
CUSTOMER SATISFACTION OF INDONESIAN SHARIA BANK
BULELENG BRANCH***

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ABSTRACT

This study aims to examine the effect of (1) service quality on customer satisfaction of Bank Syariah Indonesia Buleleng Branch, (2) company image on customer satisfaction of Bank Syariah Indonesia Buleleng Branch, and (3) service quality and company image on customer satisfaction of Bank Syariah Indonesia Buleleng Branch. The subjects of this research are all people who are customers at Bank Syariah Indonesia Buleleng Branch who are at least 17 years old while the object of this research is service quality, company image and customer satisfaction. In this study using causal quantitative research design. The data collection technique used a questionnaire, and the data was analyzed by multiple linear regression analysis. The results showed that (1) service quality has a positive and significant effect on customer satisfaction of Bank Syariah Indonesia Buleleng Branch, (2) corporate image has a positive and significant effect on customer satisfaction of Bank Syariah Indonesia Buleleng Branch, and (3) service quality and corporate image have a significant and simultaneous effect on customer satisfaction of Bank Syariah Indonesia Buleleng Branch.

Keywords: company image, customer satisfaction, service quality