

PENGARUH CITRA PERUSAHAAN DAN KUALITAS PELAYANAN TERHADAP KEPUASAN NASABAH BRI SINGARAJA

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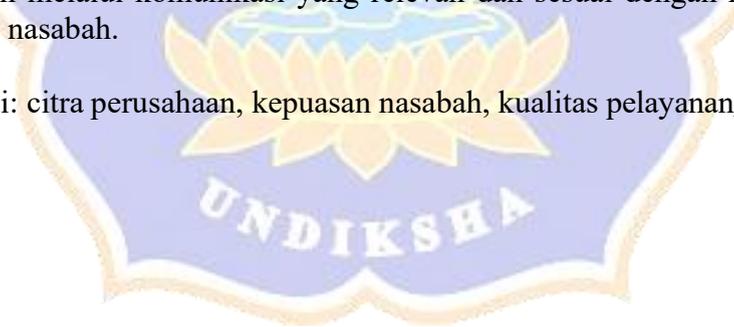
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ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh citra perusahaan dan kualitas pelayanan terhadap kepuasan nasabah BRI Singaraja. Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian kausal. Sampel sebanyak 130 responden diperoleh menggunakan teknik *simple random sampling*, dengan kriteria responden adalah nasabah BRI Singaraja. Pengumpulan data dilakukan melalui penyebaran kuesioner, dan analisis data dilakukan dengan analisis regresi linear berganda menggunakan aplikasi SPSS 25. Hasil penelitian menunjukkan bahwa citra perusahaan berpengaruh positif dan signifikan terhadap kepuasan nasabah, kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan nasabah serta secara simultan citra perusahaan dan kualitas pelayanan berpengaruh signifikan terhadap kepuasan nasabah BRI Singaraja. Temuan ini merekomendasikan agar BRI Singaraja menyesuaikan pelayanan yang diberikan dan citra perusahaan di kalangan masyarakat lokal, serta terus memperkuat citra perusahaan melalui komunikasi yang relevan dan sesuai dengan kebutuhan serta preferensi nasabah.

Kata kunci: citra perusahaan, kepuasan nasabah, kualitas pelayanan,



***THE INFLUENCE OF COMPANY IMAGE AND SERVICE QUALITY ON
THE SATISFACTION OF BRI SINGARAJA CUSTOMERS***

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ABSTRACT

This study aims to examine the effect of corporate image and service quality on the satisfaction of BRI Singaraja customers. This research uses a quantitative approach with causal research type. A sample of 130 respondents was obtained using a simple random sampling technique, with the criteria that respondents are BRI Singaraja customers. Data collection was conducted through the distribution of questionnaires, and data analysis was carried out using multiple linear regression analysis with the SPSS 25 application. The results of the study indicate that corporate image has a positive and significant effect on customer satisfaction, service quality has a positive and significant effect on customer satisfaction, and together, corporate image and service quality have a significant effect on the satisfaction of BRI Singaraja customers. These findings recommend that BRI Singaraja adjust the services provided and its corporate image among the local community, as well as continue to strengthen the corporate image. through communication that is relevant and tailored to the needs and preferences of the customer.

Keywords: *company image, customer satisfaction, service quality*

