

## ABSTRAK

Tiga tahun yang lalu seluruh dunia digemparkan dengan fenomena *covid-19* yang memberikan dampak signifikan terhadap perkembangan ekonomi dunia, tak terkecuali di bidang perbankan. Saat ini, persaingan di dunia perbankan lebih di tekankan pada pelayanan yang baik karena dengan pelayanan yang baik akan memberikan kepuasan kepada nasabah. Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh *service excellent*, *service performance*, dan *service recovery* terhadap kepuasan nasabah pasca pandemi *covid-19* di Bank Syariah Indonesia KCP Palembang Demang. Penelitian ini menggunakan metode penelitian kuantitatif. Jenis data yang digunakan adalah data primer yang diperoleh melalui kuesioner yang dibagikan kepada nasabah Bank Syariah Indonesia KCP Palembang Demang. Metode pengambilan sampel dalam penelitian ini dengan menggunakan rumus slovin, sehingga didapatkan 93 responden sebagai sampel penelitian. Analisis yang digunakan meliputi uji instrumen, uji asumsi klasik, uji regresi linear berganda, uji t dan uji koefisien determinasi. Berdasarkan hasil pengujian menunjukkan bahwa *service excellent*, *service performance*, dan *service recovery* secara parsial berpengaruh positif dan signifikan terhadap kepuasan nasabah pasca pandemi *covid-19* di Bank Syariah Indonesia KCP Palembang Demang.

**Kata Kunci :** *Service Excellent, Service Performance, Service Recovery,*  
Kepuasan Nasabah

## **ABSTRACT**

*Three years ago the whole world was shocked by the covid-19 phenomenon which had a significant impact on the development of the world economy, including the banking sector. At present, competition in the banking world is more emphasized on good service because good service will provide satisfaction to customers. This study aims to test and analyze the effect of service excellent, service performance, and service recovery on customer satisfaction after the covid-19 pandemic at Bank Syariah Indonesia KCP Palembang Demang. This research uses quantitative research methods. The type of data used is primary data obtained through questionnaires distributed to customers of Bank Syariah Indonesia KCP Palembang Demang. The sampling method in this study using the Slovin formula, so that 93 respondents were obtained as a research sample. The analysis used includes instrument test, classical assumption test, multiple linear regression test, t test and coefficient of determination test. Based on the test results, it shows that service excellent, service performance, and service recovery partially have a positive and significant effect on customer satisfaction after the covid-19 pandemic at Bank Syariah Indonesia KCP Palembang Demang.*

**Keywords:** *Service Excellent, Service Performance, Service Recovery, Customer Satisfaction*