

ABSTRAK

Penelitian ini bertujuan untuk menguji hubungan antara kepuasan nasabah dengan faktor-faktor berikut: *brand image*, *trust*, dan *service excellent* yang diberikan oleh Bank Syariah Indonesia Kantor Cabang Palembang Sudirman. Teknik kuantitatif digunakan dalam penelitian ini. Partisipannya ialah responden yang melakukan transaksi di Bank Syariah Indonesia Kantor Cabang Palembang Sudirman. Teknik pengambilan sampel *non probability sampling* berdasarkan metodologi *purposive sampling* digunakan dalam penelitian ini. Metodologi ini memperhitungkan kriteria tertentu saat menentukan sampel. Dengan menggunakan data yang dikumpulkan dari kuesioner dan diolah menggunakan Analisis Jalur, sampel yang berjumlah 100 responden ditentukan dengan menggunakan rumus *Hair*. Penelitian ini menemukan bahwa variabel *brand image* tidak mempengaruhi kepuasan nasabah. Namun, variabel yang secara parsial mempengaruhi kepuasan nasabah ialah *trust* dan *service excellent*. Kemudian, secara simultan variabel *brand image*, *trust*, dan *service excellent* mempengaruhi kepuasan nasabah.

Kata Kunci : *Kepuasan Nasabah, BSI, Brand Image, Trust, Service Excellent*

ABSTRACT

This study aims to examine the relationship between customer satisfaction and the following factors: brand image, trust, and excellent service provided by Bank Syariah Indonesia Palembang Sudirman Branch Office. Quantitative techniques were used in this study. The participants were respondents who made transactions at Bank Syariah Indonesia Palembang Sudirman Branch Office. Non-probability sampling technique based on purposive sampling methodology was used in this study. This methodology takes into account certain criteria when determining the sample. By using data collected from the questionnaire and processed using Path Analysis, a sample of 100 respondents was determined using the Hair formula. This study found that the brand image variable does not affect customer satisfaction. However, the variables that partially affect customer satisfaction are trust and excellent service. Then, simultaneously the brand image, trust, and excellent service variables affect customer satisfaction.

Keywords: Customer Satisfaction, BSI, Brand Image, Trust, Excellent Service