

ABSTRAK

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Kepuasan nasabah dalam perbankan dapat terwujud dari kualitas pelayanan dan penanganan keluhan yang akan membentuk pengalaman untuk nasabah. Dalam dunia perbankan, kualitas layanan, pengalaman nasabah dan penanganan keluhan adalah faktor utama yang dapat menentukan kepuasan nasabah.

Penelitian ini dilakukan untuk mengetahui pengaruh *service quality*, *customer experience*, dan *complaint handling* terhadap kepuasan nasabah Bank Syariah Indonesia Kantor Cabang Palembang Sudirman. Pengumpulan data dilakukan dengan menggunakan kuesioner yang disusun menggunakan skala likert. Populasi penelitian berjumlah 67.150 orang nasabah Bank Syariah Indonesia Kantor Cabang Palembang Sudirman. Pengambilan sampel menggunakan rumus Hair dan didapat 370 sampel.

Path coefficient menunjukkan bahwa *service quality*, *customer experience*, dan *complaint handling* secara parsial dan simultan berpengaruh terhadap kepuasan nasabah Bank Syariah Indonesia Kantor Cabang Palembang Sudirman.

Kata kunci: *Customer Experience*, *Complaint Handling*, Kepuasan Nasabah, *Service Quality*.

ABSTRACT

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Customer satisfaction in banking can be realized from the quality of service and handling of complaints which will shape the customer experience. In the banking world, service quality, customer experience and complaint handling are the main factors that can determine customer satisfaction.

This research was conducted to determine the influence of service quality, customer experience, and complaint handling on customer satisfaction at Bank Syariah Indonesia Palembang Sudirman Branch Office. Data collection was carried out using a questionnaire prepared using a Likert scale. The research population was 67,150 customers of Bank Syariah Indonesia, Palembang Sudirman Branch Office. Sampling used the Hair formula and 370 samples were obtained.

The path coefficient shows that service quality, customer experience, and complaint handling partially and simultaneously influence customer satisfaction at Bank Syariah Indonesia, Palembang Sudirman Branch Office.

Keywords: *Customer Experience, Complaint Handling, Customer Satisfaction, Service Quality.*