

ABSTRAK

Pengaruh Kualitas Pelayanan, Produk dan Strategi Promosi Terhadap Kepuasan Nasabah Menabung Pada Bank Syariah Indonesia KCP Jakabaring

**Aprija Rosianti
2030603217**

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas pelayanan, produk dan strategi promosi terhadap kepuasan nasabah menabung di Bank Syariah Indonesia KCP Jakabaring. Variabel dalam penelitian ini yaitu Kualitas Pelayanan (X_1), Produk (X_2), Strategi Promosi (X_3), Sedangkan Variabel dependen dalam penelitian ini adalah kepuasan nasabah (Y).

Populasi dalam penelitian ini adalah seluruh nasabah Bank Syariah Indonesia KCP Jakabaring. Sampel sebanyak 100 nasabah dengan menggunakan rumus Lemeshow dan menggunakan teknik Sampling insidental. Data yang digunakan adalah data primer. Teknik analisis data pada penelitian ini menggunakan IBM SPSS versi 26, yang terdiri dari uji asumsi klasik, uji regresi linier berganda, dan uji hipotesis.

Hasil penelitian ini didapat dari uji t dan uji F yang menunjukkan bahwa variabel kualitas pelayanan, produk dan strategi promosi berpengaruh terhadap kepuasan nasabah secara parsial dan simultan. Uji koefisien determinasi (R^2) didapat hasil data sebesar 54,5% yang dijelaskan oleh kualitas pelayanan, produk dan strategi promosi, sedangkan sisanya 45,5% dijelaskan oleh variabel lain diluar penelitian ini.

Kata Kunci : kualitas pelayanan, produk, strategi promosi, kepuasan nasabah

ABSTRACT

*The Influence of Service Quality, Products and Promotional Strategy
on Customer Satisfaction With Savings at Bank Syariah Indonesia
KCP Jakabaring*

*Aprija Rosianti
2030603217*

This study aims to determine the effect of service quality, product and promotional strategies on customer satisfaction in saving at Bank Syariah Indonesia KCP Jakabaring. the variables in this study are service quality (X_1), Products (X_2), Promotion strategy (X_3), while the dependent variable in this study is customer satisfaction (Y).

The population in this study were all customers of Bank Syariah Indonesia KCP Jakabaring. The sample was 100 customers using the Lemeshow formula and using incidental sampling techniques. The data used is primary data. The data analysis technique in this research uses IBM SPSS version 26, which consists of the classic assumption test, multiple linear regression test, and hypothesis test.

The results of this study were obtained from the t-test and f-test which showed that the variables of service quality, products and promotional strategies had an effect on customer satisfaction partially and simultaneously. the determination coefficient test (R^2) obtained data results of 54.5% which were explained by service quality, product and promotional strategies, while the remaining 45.5% were explained by other variables outside the study

Keywords: service quality, product, promotional strategy, customer satisfaction