

PENGARUH KUALITAS LAYANAN ASSURANCE TERHADAP KEPUASAN NASABAH PADA BANK BRI CABANG BENGKALIS

Nama : Nazira Lidyawati
NIM 5103211548
Dosen Pembimbing : Muhammad Arif, S.Tr., M.Si

Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas layanan *assurance* terhadap kepuasan nasabah pada Bank BRI Cabang Bengkalis. Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif. Teknik pengumpulan data dilakukan melalui penyebaran kuesioner kepada nasabah Bank BRI Cabang Bengkalis, dengan jumlah responden sebanyak 100 orang. Data yang diperoleh dianalisis menggunakan uji validitas dan reliabilitas, uji asumsi klasik, uji regresi linier sederhana, serta uji hipotesis (uji t). Hasil penelitian menunjukkan bahwa kualitas layanan *assurance* berada pada rata-rata skor sebesar 4,42 dan termasuk dalam kategori sangat tinggi, yang menunjukkan bahwa kualitas layanan *assurance* Bank BRI Cabang Bengkalis dinilai sangat baik oleh nasabah. Kepuasan nasabah juga berada pada rata-rata skor 4,32 dan termasuk dalam kategori sangat tinggi, yang mengindikasikan bahwa nasabah merasa sangat puas terhadap layanan yang diberikan. Berdasarkan hasil uji t, diperoleh nilai t hitung sebesar **13,702 > t tabel 1,984** dengan nilai signifikansi $0,000 < \alpha = 0,05$, yang berarti bahwa kualitas layanan *assurance* berpengaruh positif dan signifikan terhadap kepuasan nasabah. Dengan demikian, hipotesis alternatif (H_a) diterima dan hipotesis nol (H_0) ditolak. Pengaruh kualitas layanan *assurance* terhadap kepuasan nasabah pada Bank BRI Cabang Bengkalis adalah sebesar 65,7 % dan sisanya 34,3% dipengaruhi oleh variabel lain yang tidak diteliti seperti empati, daya tanggap, bukti fisik dan keandalan.

Kata Kunci: Kualitas Layanan *Assurance*, Kepuasan Nasabah, Bank BRI, Bengkalis.

THE EFFECT OF ASSURANCE SERVICE QUALITY ON CUSTOMER SATISFACTION AT BANK BRI, BENGKALIS BRANCH

Name : Nazira Lidyawati
Student ID : 5103211548
Supervisor : Muhammad Arif, S.Tr., M.Si

Abstract

This study aims to analyze the influence of assurance service quality on customer satisfaction at BRI Bank, Bengkalis Branch. The research employs a quantitative approach with an associative research type. Data collection was conducted through the distribution of questionnaires to customers of BRI Bank, Bengkalis Branch, with a total of 100 respondents. The data obtained were analyzed using validity and reliability tests, classical assumption tests, simple linear regression analysis, and hypothesis testing (t-test). The results showed that the average score for assurance service quality was 4.42, which falls into the very high category, indicating that the assurance service quality of BRI Bank, Bengkalis Branch, is considered very good by its customers. Customer satisfaction also had an average score of 4.32, which is also in the very high category, indicating that customers are highly satisfied with the services provided. Based on the t-test results, the calculated t-value was $13.702 > t\text{-table } 1.984$ with a significance value of $0.000 < \alpha = 0.05$, indicating that assurance service quality has a positive and significant influence on customer satisfaction. Therefore, the alternative hypothesis (H_a) is accepted and the null hypothesis (H_0) is rejected. The influence of assurance service quality on customer satisfaction at Bank BRI Bengkalis Branch is 65.7%, while the remaining 34.3% is influenced by other variables not examined in this study, such as empathy, responsiveness, tangibles and reliability.

Keywords: Assurance Service Quality, Customer Satisfaction, BRI Bank, Bengkalis.