

## ABSTRAK

Skripsi dengan judul “Hubungan Mutu Pelayanan Bank Syariah Dengan Tingkat Kepuasan Nasabah PT Bank Syariah Indonesia Tbk. KCP Tulungagung Sudirman” yang ditulis oleh Prasetyo Indrata, NIM: 17401163092, pembimbing Bapak Dr. H. Dede Nurohman, M. Ag.

Bank Syariah dalam usahanya agar dapat bersaing serta terus berinovasi dalam jangka panjang, berusaha memberikan pelayanan terbaik demi kepuasan nasabahnya. Seiring berjalannya waktu, nasabah Bank Syariah Indonesia (BSI) semakin bertambah, tetapi jumlah frontlinernya terbatas. Ini berpengaruh pada mutu pelayanannya. Untuk itu, permasalahannya adalah bagaimanakah mutu pelayanan bank syariah, bagaimanakah tingkat kepuasan nasabahnya dan apakah ada hubungan antara mutu pelayanan dengan kepuasan nasabahnya.

Tujuan penelitian ini yaitu : 1) mengidentifikasi mutu pelayanan BSI KCP Tulungagung Sudirman, 2) mengidentifikasi tingkat kepuasan nasabah BSI KCP Tulungagung Sudirman, 3) menganalisa hubungan antara mutu pelayanan bank syariah dengan tingkat kepuasan nasabah BSI KCP Tulungagung Sudirman.

Metode dalam penelitian ini yaitu asosiatif kuantitatif. Jenis datanya yaitu data ordinal. Populasinya adalah seluruh nasabah BSI KCP Tulungagung Sudirman sebanyak 142 orang dengan jumlah sampel 30 responden. Pengambilan sampel menggunakan *Quota Sampling*. Data dikumpulkan dengan kuesioner dan dianalisis dengan uji *Spearman Rho*.

Hasil penelitian menunjukkan mutu pelayanan bank syariah 56,7% kriteria baik, sedangkan tingkat kepuasan nasabah 63,3% kriteria puas. Uji *nonparametric correlation Spearman's Rho* menunjukkan  $p = 0,000$ , dengan demikian  $p < \alpha (0,05)$ , sehingga  $H_0$  ditolak berarti ada hubungan mutu pelayanan bank syariah dengan tingkat kepuasan nasabah.

**Kata Kunci : BSI, Kepuasan Nasabah, Mutu Pelayanan.**

## **ABSTRACT**

*Thesis with the title “The Relationship of Islamic Bank Service Quality With Customer Satisfaction Level of Indonesian Sharia Banks TBK KCP Sudirman Tulungagung written by Prasetyo Indrata, NIM: 17401163092, Supervisor Mr. Dr. H. Dede Nurohman, M. Ag.*

*Sharia bank is a financial institution that carries out its business activities based on sharia principles, economic democracy and the principle of prudence. In order to compete and continue to innovate in the long term, islamic bank strive to provide the best service for customer satisfaction. Along time ago, the number of customers Indonesian Sharia Bank (BSI) is increasing, but the number of frontliner is limited. It can be affects the quality of service. For this reason, formulation of the problem in this study is how service of quality islamic bank, how level of customer satisfaction and is there a relationship between service quality with an customer satisfaction levels.*

*This study aims to: 1) determine the service quality of Indonesian Sharia Banks Branch Sudirman Tulungagung, 2) determine the level of customer satisfaction Indonesian Sharia Banks Branch Sudirman Tulungagung, 3) find out the relationship between islamic bank service with an customer satisfaction level of Indonesian Sharia Banks Branch Sudirman Tulungagung.*

*This study used quantitative associative method. The type of data is ordinal data. The population is all of customers Indonesian Sharia Banks Branch Sudirman Tulungagung as many as 142 people. The number of samples in this study were 30 respondents. Sampling used Quota Sampling. Collecting data using questionnaire. Data analisis using Spearman’s Rho test.*

*The result of this study showed that service quality of islamic bank was 56,7% in a good criteria, while the level of customer satisfaction in a satisfied criteria. The results of statistical test using Spearman’s Rho Non Parametric Correlation showed  $p = 0,000$ , thus  $p < \alpha (0,05)$ , so  $H_0$  was rejected, which means there is a relationship between the service quality of islamic bank with level of customer satisfaction.*

***Keywords: BSI, Service Quality, Customer Satisfaction.***