

ABSTRAK

Skripsi dengan judul "Pengaruh Kualitas Layanan *Automatic Teller Machine*, *Customer Service* dan *Mobile Banking* Terhadap Kepuasan Nasabah Bank Syariah Indonesia Kantor Cabang Kediri Trade Center" yang ditulis oleh Azmia Naufala Zahroh dengan Nomor Induk Mahasiswa (NIM) 17401163385, Jurusan Perbankan Syariah, Fakultas Ekonomi dan Bisnis Islam, IAIN Tulungagung dengan pembimbing Dr. Syafrudin Arif Marah Manunggal, M.S.I.

Skripsi ini dilatarbelakangi oleh pentingnya kualitas layanan yang baik terkait ATM dengan kapabilitas tanpa gangguan, *customer service* mampu memberikan edukasi saat nasabah konsultasi, dan *mobile banking* dapat memberikan fitur-fitur dengan kemudahan saat dioperasikan nasabah sehingga anggota merasa nyaman dan terlindungi apabila bekerja sama dan meningkatkan kepuasan nasabah dengan BSI KK Kediri Trade Center.

Tujuan Penelitian ini adalah untuk mengetahui pengaruh kualitas layanan ATM, *customer service*, dan *mobile banking* secara parsial dan bersama-sama terhadap kepuasan nasabah Bank Syariah Indonesia Kantor Cabang Kediri Trade Center. Pada penelitian ini penulis menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif. Pengambilan data dilakukan dengan menggunakan daftar pertanyaan (kuesioner) yang dipersiapkan. Populasi penelitian ini adalah seluruh nasabahnya yaitu sebanyak 3.200 orang. Teknik pengambilan sampel yang dipakai dalam penelitian ini adalah teknik *Nonprobability Sampling* dengan metode *Purposive Sampling* dengan jumlah Sampel yang digunakan sebanyak 100 responden. Metode analisis untuk keperluan analisis kuantitatif, maka jawaban itu diberi skor menggunakan skala likert.

Analisis data yang digunakan meliputi uji validitas dan uji reliabilitas, uji asumsi klasik, uji regresi linier berganda, uji hipotesis t dan f, serta uji koefisien determinasi.

Hasil penelitian menunjukkan bahwa secara parsial maupun simultan variabel kualitas layanan *Automatic Teller Machine*, *Customer Service* dan *Mobile Banking* berpengaruh terhadap kepuasan nasabah pada BSI KC Kediri Trade Center. Hal ini menunjukkan bahwa total kontribusi keseluruhan variabel sebesar 95,2%.

Kata Kunci: Kualitas Layanan *Automatic Teller Machine*, *Customer Service*, *Mobile Banking* dan Kepuasan Nasabah.

ABSTRACT

Thesis with the title "The Effect of Service Quality Automatic Teller Machine, Customer Service and Mobile Banking on Customer Satisfaction of Bank Syariah Indonesia Branch Office Kediri Trade Center" written by Azmia Naufala Zahroh with Student Identification Number (NIM) 17401163385, Department of Islamic Banking, Faculty of Economics and Islamic Business, IAIN Tulungagung with Dr. Syafrudin Arif Marah Manunggal, M.S.I.

This thesis is motivated by the importance of good service quality related to ATMs with uninterrupted capabilities, customer service is able to provide education when consulting customers, and mobile banking can provide features with ease when operated by customers so that members feel comfortable and protected when working together and increase satisfaction. customers with BSI KK Kediri Trade Center.

The purpose of this study was to determine the effect of service quality on ATM, customer service, and mobile banking partially and jointly on customer satisfaction at Bank Syariah Indonesia Kediri Trade Center Branch Office. In this research, the writer uses a quantitative approach with associative research type. Data collection was carried out using a list of prepared questions (questionnaires). The population of this study were all customers, as many as 3,200 people. The sampling technique used in this research is the nonprobability sampling technique with the purposive sampling method with the number of samples used as many as 100 respondents. The analytical method for the purposes of quantitative analysis, then the answers are scored using a Likert scale.

The data analysis used includes validity and reliability testing, classical assumption test, multiple linear regression test, hypothesis testing t and f , and coefficient of determination test.

The results showed that partially or simultaneously the service quality variables of Automatic Teller Machine, Customer Service and Mobile Banking had an effect on customer satisfaction at BSI KC Kediri Trade Center. This shows that the total contribution of all variables is 95.2%.

Keywords: Automatic Teller Machine Service Quality, Customer Service, Mobile Banking and Customer Satisfaction.