

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas pelayanan yang terdiri dari bukti fisik (X1), kehandalan (X2), daya tanggap (X3), jaminan (X4) dan empati (X5) secara parsial maupun simultan terhadap kepuasan nasabah BCA Jember (Y). Penelitian dilakukan di BCA Jember. Populasi dalam penelitian ini yaitu seluruh nasabah BCA Jember. Sampel yang diambil dalam penelitian ini yaitu 100 responden. Teknik pengambilan sampelnya menggunakan teknik *random sampling*. Dengan menggunakan metode deskriptif dan analisis, alat analisis yang digunakan dalam penelitian ini adalah (1) Uji instrument meliputi uji validitas dan reliabilitas, (2) Uji asumsi klasik (uji normalitas, multikolinearitas, heterokedastisitas), (3) Uji hipotesis (analisis regresi linear berganda, uji F, uji t), (4) Analisis koefisiendeterminasi ( $R^2$ ). Hasil penelitian menunjukkan bahwa kualitas pelayanan yang dilihat dari bukti fisik, kehandalan, daya tanggap dan empati secara simultan berpengaruh positif dan signifikan terhadap kepuasan nasabah BCA Jember. Sedangkan secara parsial bukti fisik (X1), kehandalan (X2), daya tanggap (X3), jaminan (X4) dan empati (X5) mempengaruhi kepuasan nasabah BCA Jember (Y) secara signifikan.

Kata kunci :bukti fisik, kehandalan, daya tanggap, jaminan dan empati.

## **ABSTRACT**

*This study aims to determine the effect of service quality consisting of physical evidence (X1), reliability (X2), responsiveness (X3), assurance (X4) and empathy (X5) partially or simultaneously on customer satisfaction of BCA Jember (Y). The research was conducted at BCA Jember. The population in this study are all customers of BCA Jember. The sample taken in this study were 100 respondents. The sampling technique used was random sampling technique. By using descriptive and analytical methods, the analytical tools used in this study are (1) Test instrument includes validity and reliability tests, (2) Classical assumption test (normality test, multicollinearity, heteroscedasticity), (3) Hypothesis test (linear regression analysis multiple, F test, t test), (4) Analysis of the coefficient of determination (R<sup>2</sup>). The results showed that the quality of service seen from physical evidence, reliability, responsiveness and empathy simultaneously had a positive and significant effect on customer satisfaction of BCA Jember. While partially physical evidence (X1), reliability (X2), responsiveness (X3), assurance (X4) and empathy (X5) significantly affect customer satisfaction of BCA Jember (Y) significantly.*

*Keywords: physical evidence, reliability, responsiveness, assurance and empathy.*