

## ABSTRAK

**Nosvita Daliuwa, 2012. *Judul Skripsi Pengaruh Kualitas Pelayanan Terhadap Kepuasan Nasabah Di PT. Bank Sulut Cabang Gorontalo. Dibawah Bimbingan Supardi Nani, SE., M.Si dan Bimbingan Djoko L. Randji, S.Pd., M.Si.***

Tujuan penelitian ini adalah: mengidentifikasi pengaruh kualitas pelayanan terhadap kepuasan nasabah pada PT. Bank Sulut Cabang gorontalo. Penelitian ini dilakukan 3 bulan yaitu april sampai juni 2012. Metode pengambilan sampel dilakukan secara *Convenience Sampling*. Untuk penarikan sampel Nasabah Bank Sulut Cabang Gorontalo. Hasil pengujian Instrumen validitas menunjukkan  $r_{hitung} > r_{kritis}$  artinya valid dan reliabilitas berada diatas 0,6 artinya reliabel. Adapun hasil penelitian menunjukkan analisis regresi berganda yaitu,  $Y = a + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \beta_5X_5 = 8,209 + (-0,065X_1) + 0,252X_2 + 0,213X_3 + 0,199X_4 + 0,287X_5$ . Hasil uji t menunjukkan kualitas pelayanan secara parsial berpengaruh positif terhadap kepuasan nasabah. Hasil uji F menunjukkan bahwa kualitas pelayanan secara simultan berpengaruh positif terhadap kepuasan nasabah bank sulut, dimana nilai  $P_{value} 0,000 < 0,05$ . Koefisien determinasi ( $R^2$ ) menunjukkan besarnya kontribusi 0,643 atau 64,3% dari kualitas pelayanan terhadap kepuasan nasabah, sedangkan sisanya yaitu 35,7% berupa kontribusi dari faktor-faktor lainnya yang tidak diteliti dalam penelitian ini.

**Kata kunci: Kualitas Pelayanan, Kepuasan Nasabah.**

## ABSTRACT

**Nosvita Daliuwa**, 2012. *The Effect Of Quality Service toward Customer Satisfaction at PT. Bank Sulut Of Gorontalo Branch*. Supervisor : Supardi Nani, SE., M.Si; Co-Supervisor: Djoko L. Randji, S.Pd., M.Si.

The study aims to identify the effect of quality service toward customer satisfaction at PT. Bank Sulut Of Gorontalo Branch. The study was Carried out for three months, from april to june 2012. The sampling for customers of Bank Sulut of Gorontalo Branch. The test results show the validity of the instrument  $r_{count} > r_{critical}$ , means that valid and realibility is above 0,6 means reliable. The results of multiple regression analysis showed that,  $Y = a + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \beta_5X_5 = 8,209 + (-0,065X_1) + 0,252X_2 + 0,213X_3 + 0,199X_4 + 0,287X_5$ . T test results show that quality service is partially having the positive effect on customer satisfaction. F test results showed that the quality service is simultaneously having the positive effect on customer satisfaction of Bank Sulut of Gorontalo Branch, where the value of  $P = 0.000 < 0.05$ . The determination coefficient ( $R^2$ ) indicates the contribution 0.643 or 64.3% of the quality of service to customer satisfaction, while the remaining 35.7% is in the from of contributions from other factors not examined in this study.

**Key Word** : *Quality of service, Customer satisfaction.*