

INTISARI

Arah perbankan di era globalisasi akan menjurus ke *virtual banking*, dimana sektor jasa termasuk sektor finansial mendapat prioritas utama. Bagi perbankan di Indonesia yang harus diwaspadai adalah terbukanya pintu masuk bagi bank-bank asing dengan membawa keunggulan pada kualitas Sumber Daya Manusia (SDM), teknologi yang modern, jaringan operasional yang mengglobal, serta memiliki keunggulan produk dan jasa keuangan terutama dalam hal benefitnya. Secara umum dapat dikatakan bahwa keinginan nasabah yang berhubungan dengan bank adalah mengharapkan sesuatu yang lebih, baik dari manfaat, kemudahan, serta keamanan dari dana yang disimpan di bank. Hal ini dapat dikatakan bahwa kualitas pelayanan sangat berpengaruh terhadap kepuasan pelanggan. Hal ini terutama pada PT. BANK CENTRAL ASIA, Tbk. CABANG UTAMA PURWODADI.

Faktor kualitas pelayanan mempunyai 7 variabel yaitu *tangible, reliability, responsiveness, assurance, empathy, service facilities dan competence* dimana 7 variabel tersebut berpengaruh terhadap kepuasan pelanggan pada PT. BANK CENTRAL ASIA, Tbk. CABANG UTAMA PURWODADI.

Hasil penelitian menunjukkan bahwa variabel kualitas pelayanan berpengaruh signifikan terhadap kepuasan pelanggan. Dilihat dari hasil uji F taraf signifikan sebesar 0,028 ini menunjukkan bahwa secara bersama-sama ketujuh variabel kualitas pelayanan berpengaruh secara signifikan terhadap kepuasan pelanggan. Namun secara parsial semua variabel kualitas pelayann tidak berpengaruh signifikan terhadap kepuasan pelanggan.

ABSTRACT

Instruct banking in globalization era will inclined to virtual banking. Which service sector of is inclusive of sector financial get especial priority. For banking in Indonesia, this must taken heed by the opening of entrance for foreign bank by bringing excellence quality of human resource (HR), modern technology. Global operational network, and own excellence of product and monetary service especially in the case of benefit. In general earn said that a client desire of which deal with bank expecting better something that and benefit, amenity and also security from fund which saved in bank. This matter earn said that a service quality very have an effect on to client satisfaction. This matter especially, at Asian Central Bank, Tbk. Main Branch of Purwodadi.

Quality factor of Service have seven variables that is tangible, reliability, responsiveness, assurance, empathy, service facilities and competence. Which seven the variable has an effect on to client satisfaction at PT. Asian Central Bank, Tbk. main branch of Purwodadi.

Result of research indicate that variable service quality have an effect on significant to client satisfaction. From result of test F level Significant equal to this 0,028 indicate that collectively of equal to seven variable of service quality have an effect on in significant to client satisfaction at PT. Asian Bank Central branch Purwodadi. However, in partial of all variable of service quality do not have an effect on significant to client satisfaction. In addition, the Variable that influence biggest to client satisfaction variable of reliability and competence.

Key Words : service quality, customer satisfaction, reliability and competence