

ABSTRACT

This study has an aim is to examine the effect of PD Service Quality Levels. Wedi BKK Karanganom Against Klaten Branch Customer Satisfaction. One of the factors that determine customer satisfaction is the customer perception of service quality which focuses on five dimensions of service quality is the tangible, empathy, reliability, responsiveness and assurance. The populations in this study were clients of savings and credit transactions in PD. Wedi BKK Karanganom Klaten Branch. Data were collected through a questionnaire to 100 respondents PD. Wedi BKK Karanganom Klaten Branch. Sampling techniques in the study done by accidental sampling technique. Types of data are primary data and secondary data. Analysis technique which is used is multiple regressions.

After a literature review and hypothesis formulation, data were collected through a questionnaire to 100 respondents PD clients. Wedi BKK Klaten Branch Karanganom obtained by using accidental sampling technique. Then made an analysis of data obtained by using multiple regression analysis. This analysis covers: validity and reliability, the classical assumption test, multiple regression analysis. Hypothesis testing through t test and F test, and analysis of the coefficient of determination (R²). From the analysis can be obtained equation of regressions:

$$Y = 0.164 + 0.184 X_1 + 0.340 X_2 + 0.247 X_3 + 0.186 X_4 X_5$$

Where the customer satisfaction variable (Y), physical form (X₁), empathy (X₂), reliability (X₃), responsiveness (X₄), and collateral (X₅) has positive and significant impact on customer satisfaction. From the results of the regression coefficients obtained show the reliability factor ($\beta_3 = 0.340$) to be the biggest factor affecting customer satisfaction. Hypothesis testing using t test showed that the five independent variables studied, namely variable tangible, empathy, reliability, responsiveness, and assurance proved to have a positive and significant impact on the dependent variable of customer satisfaction. Then through the F test can be seen that the five independent variables are eligible for the dependent variable to test customer satisfaction. Figures Adjusted R Square of 0.528 indicates that 5.28 percent of the variable customer satisfaction can be explained by the five independent variables in the regression equation. While the rest of 47.2 percent is explained by factors other than service quality.

Keywords: Customer Satisfaction, Tangible, Empathy, Reliability, Responsiveness and Assurance