

**PENGARUH KUALITAS PELAYANAN *CUSTOMER SERVICE* DAN  
*INTERNET BANKING* TERHADAP KEPUASAN NASABAH PADA BANK  
BJB CABANG SUMEDANG**

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**ABSTRAK**

Penelitian ini dilaksanakan dengan tujuan untuk mengetahui kondisi kualitas pelayanan *Customer Service* dan *Internet Banking* serta pengaruhnya terhadap kepuasan nasabah pada bank bjb Cabang Sumedang.

Data yang digunakan dalam penelitian ini adalah data primer dengan teknik pengumpulan data melalui penyebaran kuesioner. Metode penelitian yang digunakan adalah metode deskriptif dan verifikatif dengan Uji Analisis Regresi Linier Berganda, Analisis Koefisien Korelasi, Analisis Koefisien Determinasi serta pengujian menggunakan Uji Parsial (Uji t) dan Uji Simultan (Uji F) dengan pengolahan data menggunakan *software Statistical Package For Social Sciences* (SPSS) versi 20.0.

Hasil penelitian ini secara simultan menunjukkan bahwa Kualitas Pelayanan *Customer Service* dan *Internet Banking* berpengaruh signifikan terhadap Kepuasan Nasabah, besarnya koefisien korelasi yaitu 0,544 yang berarti berpengaruh sedang, dan koefisien determinasi Kualitas Pelayanan *Customer Service* dan *Internet Banking* memiliki pengaruh sebesar 29,6% terhadap Kepuasan Nasabah sedangkan sisanya sebesar 70,4% dipengaruhi oleh variabel lain yang tidak diteliti. Sedangkan secara parsial kualitas pelayanan *Customer Service* berpengaruh signifikan terhadap kepuasan nasabah, dan pelayanan *Internet Banking* berpengaruh signifikan terhadap kepuasan nasabah.

**Kata Kunci : Pelayanan *Customer Service*, Pelayanan *Internet Banking*, Kepuasan Nasabah.**

***THE EFFECT OF CUSTOMER SERVICE AND INTERNET BANKING  
SERVICE QUALITY ON SATISFACTION OF CUSTOMERS IN BANK BJB  
SUMEDANG BRANCH***

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***ABSTRACT***

*This research was carried out with the aim to determine the condition of the quality of Customer Service and Internet Banking services and their effect on customer satisfaction at the Sumedang Branch bjb bank.*

*The data used in this study are primary data with data collection techniques through questionnaires. The research method used is descriptive and verification method with Multiple Linear Regression Analysis Test, Correlation Coefficient Analysis, Determination Coefficient Analysis and testing using Partial Test (t test) and Simultaneous Test (F Test) by processing data using Statistical Package For Social Sciences software (SPSS) version 20.0.*

*The results of this study simultaneously indicate that Customer Service and Internet Banking Service Quality has a significant effect on Customer Satisfaction, the magnitude of the correlation coefficient is 0.544 which means that it has a moderate effect, and the coefficient of determination of Customer Service Service Quality and Internet Banking has an effect of 29.6% on Customer Satisfaction while the remaining 70.4% is influenced by other variables not examined. While partially the quality of Customer Service service has a significant effect on customer satisfaction, and Internet Banking services have a significant effect on customer satisfaction.*

***Keywords: Customer Service Services, Internet Banking Services, Customer Satisfaction.***