

INTISARI

Pengaruh Citra Merek dan Kualitas Pelayanan terhadap Kepuasan Nasabah PT. Pegadaian (Persero) Cabang Teluk Betung Bandar Lampung

Tujuan penelitian ini untuk mengetahui pengaruh parsial (Uji T) dan secara simultan antara variabel citra merek dan kualitas layanan terhadap kepuasan nasabah PT.Penggadaian (Persero) Cabang Teluk Betung Bandar Lampung. Metode penelitian ini yang digunakan dalam penelitian ini adalah penelitian deskriptif dengan pendekatan kuantitatif, teknik pengumpulan data ini dilakukan menyebarkan kuisisioner kepada setiap responden berjumlah 128 responden. Hasil Penelitian uji validitas nilai $r = 0,361$ atau 3,61%. Hasil penelitian berdasarkan uji T untuk pengaruh citra merek terhadap kepuasan nasabah nilai signifikan $0,000 < 0,05$ maka dinyatakan variabel citra merek secara parsial berpengaruh positif signifikan terhadap kepuasan nasabah. Sedangkan kualitas pelayanan terhadap kepuasan nasabah nilai signifikan $0,001 < 0,05$ maka dapat dinyatakan variabel kualitas pelayanan secara parsial berpengaruh signifikan terhadap kepuasan nasabah.

Kata kunci: Citra merek, Kualitas pelayanan, Kepuasan Nasabah

ABSTRACT

The Influence of Brand Image and Service Quality on Customer Satisfaction PT. Pegadaian (Persero) Teluk Betung Bandar Lampung Branch

The purpose of this research was to determine the effect of partial (t test) and simultanly between the variables of brand image and service quality on customer satisfaction at PT. Penggadaian (Persero) Teluk Betung Branch, Bandar Lampung. This research method used a quantitative approach, this data collection technique is done by distributing questionnaires to each respondent totaling 128 respondents. The results of the study were the validity test of the value of $r = 0.361$ or 3.61%. The results of the study based on the t test for the effect of brand image on customer satisfaction with a significant value of $0.000 < 0.05$, it is stated that the brand image variable partially has a significant positive effect on customer satisfaction. While service quality on customer satisfaction has a significant value of $0.001 < 0.05$, it can be stated that the service quality variable partially has a significant effect on customer satisfaction.

Keywords: Brand Image, Service Quality, Customer Satisfaction