

ABSTRAK

Penelitian ini bertujuan untuk mengetahui hubungan antara kualitas pelayanan satpam dan kepuasan nasabah bank X di Yogyakarta. Satpam sebagai garda terdepan dalam pelayanan perbankan memiliki peran penting dalam menciptakan rasa aman dan nyaman serta membentuk persepsi awal nasabah terhadap kualitas layanan bank. Dengan subjek penelitian 404 nasabah bank X yang pernah berinteraksi secara langsung dengan satpam bank X di Yogyakarta dan berusia antara 17-60 tahun. Pengumpulan data menggunakan kuesioner skala Likert yang disusun berdasarkan dimensi kualitas pelayanan yaitu *reliability*, *responsiveness*, *assurance* dan *empathy*. Serta dimensi kepuasan nasabah yaitu kesesuaian harapan, minat berkunjung kembali dan kesediaan merekomendasikan. Dengan hipotesis penelitian yaitu adanya hubungan positif antara kualitas pelayanan dan kepuasan nasabah, dimana semakin tinggi kualitas pelayanan maka semakin tinggi pula tingkat kepuasan nasabah. Penelitian ini menggunakan teknik analisis data korelasi *product moment* dengan hasil koefisien korelasi (r_{xy}) = 0,935 dan $p = 0,000$. Hal ini menunjukkan adanya hubungan positif antara kualitas pelayanan dan kepuasan nasabah yang berarti hipotesis yang diajukan diterima.

Kata Kunci : kualitas pelayanan, kepuasan nasabah

ABSTRACT

This study aims to examine the relationship between security guard service quality and customer satisfaction at Bank X in Yogyakarta. As frontline personnel in the banking service process, security guards play an important role in creating a sense of safety and comfort, as well as shaping customers' initial perceptions of the bank's service quality. The research subjects consisted of 404 customers of Bank X in Yogyakarta who had directly interacted with the bank's security guards and were aged between 17 and 60 years. Data were collected using Likert-scale questionnaires developed based on the dimensions of service quality, namely reliability, responsiveness, assurance, and empathy, as well as the dimensions of customer satisfaction, including expectation conformity, revisit intention, and willingness to recommend. The research hypothesis proposed a positive relationship between service quality and customer satisfaction, indicating that higher service quality is associated with higher levels of customer satisfaction. Data analysis was conducted using the Pearson Product-Moment correlation technique. The results showed a correlation coefficient of $r = 0.935$ with $p = 0.000$, indicating a strong and positive relationship between security guard service quality and customer satisfaction. Therefore, the proposed hypothesis was accepted.

Keywords : service quality, customer satisfaction