

Peran kualitas program "Daya" Bank BTPN dalam membangun kepuasan layanan terhadap economic quality of life dan intensi berperilaku nasabah (studi kasus nasabah purnabakti Bank BTPN Cabang Cililitan) = The role of program daya quality Bank BTPN in the building customer satisfaction economic quality of life and behavioral intentions (case study of BTPN Purnabakti branch Cililitan)

Khusnul Khatimah, author

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Abstrak

Tesis ini menganalisis pengaruh dari kualitas jasa teknis dan kualitas jasa fungsional terhadap kepuasan layanan terhadap nasabah peserta kegiatan pada program "DAYA" dan Economic quality of life para nasabah. Selain itu penelitian juga dilakukan untuk melihat bagaimana peran kepuasan layanan dan Economic quality of life terhadap nasabah dalam membangun intensi berperilaku. Penelitian ini adalah penelitian deskriptif yang menggunakan metode multiple regresi linear untuk mengetahui bagaimana pengaruh satu variabel bila dipengaruhi oleh dua variabel secara bersamaan.

Hasil penelitian menunjukkan bahwa terdapat hubungan yang positif dan signifikan antara kualitas jasa teknis dan kualitas jasa fungsional terhadap kepuasan layanan terhadap nasabah peserta kegiatan pada program "DAYA", antara kepuasan layanan dengan intensi berperilaku nasabah. Namun dari hasil penelitian juga menunjukkan bahwa tidak terdapat hubungan yang positif dan signifikan antara kualitas jasa teknis dan kualitas jasa fungsional terhadap Economic quality of life nasabah peserta kegiatan pada program "DAYA" dan antara Economic quality of life dengan intensi berperilaku nasabah.

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The purpose of this research is to determine the influence of technical service quality and functional service quality to service satisfaction and Economic quality of life of the customer to participants in the "DAYA" program. In addition, research is also carried out to see how the role of the service satisfaction and Economic quality of life of the customer in intentions behavior. This research is a descriptive study using multiple linear regression to determine how the effect of one variable when it is affected by two variables simultaneously.

The results showed that there is a positive and significant relationship between technical service quality and functional service quality to the customer satisfaction of participants in the "DAYA" program, the customer satisfaction with the intention behavior. the study also showed that there is not a positive and significant relationship between technical service quality and functional service quality to Economic quality of life of participants in the program activities "DAYA" between Economic quality of life with the intention of customer behavior.