

Pengaruh peraturan perlindungan konsumen oleh Otoritas Jasa Keuangan (OJK) pada tingkat kepuasan pengguna produk dan jasa keuangan di Jabodetabek = The effect of consumers protection regulation by financial services authority (OJK) on product and financial services consumer satisfaction in Jabodetabek area / Abiyogo Pradhiansyah

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Abstrak

[Fokus dari penelitian ini adalah untuk menguji faktor-faktor yang memiliki dampak pada kepuasan konsumen terhadap produk keuangan dan servicesby menganalisis beberapa faktor yaitu prinsip-prinsip perlindungan konsumen tingkat tinggi, tujuan perlindungan konsumen, tugas perlindungan konsumen, kemampuan penanganan masalah perlindungan konsumen di , dan kepuasan konsumen. Penelitian ini menggunakan analisis deskriptif kuantitatif yang meyakinkan. Penelitian ini menemukan bahwa tujuan perlindungan konsumen keuangan dan masalah kemampuan tentang perlindungan konsumen penanganan berpengaruh positif terhadap kepuasan konsumen keuangan. Namun, prinsip-prinsip perlindungan konsumen dan kemampuan untuk mengatasi tugas perlindungan konsumen tidak berdampak pada kepuasan konsumen keuangan;The focus of this study is to examine the factors that has an impact on the financial consumer satisfaction towards financial products and servicesby analysing several factors namely the high level consumer protection principles, consumer protection objectives, duties on consumer protection, problem handling ability in consumer protection, and consumers satisfaction. This research is using quantitative descriptive conclusive analysis. This research finds that financial consumer protection objectives and problem handling ability on consumer protection has positive influence on the financial consumers satisfaction. However, the principles of consumer protection and the ability to cope with consumer protection duties does not have an impact on the financial consumers satisfaction., The focus of this study is to examine the factors that has an impact on the financial consumer satisfaction towards financial products and servicesby analysing several factors namely the high level consumer protection principles, consumer protection objectives, duties on consumer protection, problem handling ability in consumer protection, and consumers satisfaction. This research is using quantitative descriptive conclusive analysis. This research finds that financial consumer protection objectives and problem handling ability on consumer protection has positive influence on the financial consumers satisfaction. However, the principles of consumer protection and the ability to cope with consumer protection duties does not have an impact on the financial consumers

satisfaction.]