

## **ABSTRACT**

*This study aims to explain the influence of service quality factors on customer satisfaction at Bank BRI Surabaya Diponegoro Branch. Service quality includes Reliability, Assurance, Tangible, Empathy and Responsiveness variables. This type of research is a quantitative approach. The study population was customers at the Bank BRI Surabaya Diponegoro branch with the sampling technique using accidental sampling. Data were collected through a questionnaire or questionnaire using a Likert scale which has been tested for its validity and reliability. This study uses validity and reliability tests, then tests the classical assumptions and correlation analysis, simple and multiple linear regression analysis. The results of this study indicate that service quality has a positive and significant effect on customer satisfaction at Bank BRI Surabaya Diponegoro Branch*

*Keywords : Reliability, Assurance, Tangible, Empathy, Responsiveness, Customer Satisfaction*

## ABSTRAK

Penelitian ini bertujuan untuk menjelaskan pengaruh faktor – faktor kualitas pelayanan terhadap kepuasan nasabah Bank BRI Cabang Surabaya Diponegoro. Kualitas pelayanan mencakup variabel *Reliability*, *Assurance*, *Tangible*, *Empathy* dan *Responsiveness*. Jenis penelitian yang dilakukan adalah pendekatan kuantitatif. Populasi penelitian adalah nasabah pada Bank BRI Cabang Surabaya Diponegoro dengan teknik pengambilan sampel menggunakan *accidental sampling*. Data dikumpulkan melalui angket atau kuesioner dengan menggunakan skala likert yang telah diuji kevalidan dan keandalannya. Penelitian ini menggunakan uji validitas dan reliabilitas, kemudian uji asumsi klasik serta analisis korelasi, analisis regresi linear sederhana dan berganda. Hasil penelitian ini menunjukkan bahwa kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan nasabah Bank BRI Cabang Surabaya Diponegoro

Kata Kunci : *Reliability*, *Assurance*, *Tangible*, *Empathy*,  
*Respeonsiveness*, Kepuasan Nasabah.