

## **ABSTRACT**

This research purposed to determine the impact of quality of service and frontline discipline on customer satisfaction at KCPBRI Pakuwon Surabaya. The data used in this survey is from a survey distributed during the survey period, that is, 50 samples of respondents. The data processing techniques used include validation and reliability testing, classical assumption testing, certainty testing, rsquared testing, and multiple regression testing used to test hypotheses. The results of this study show that KCP BRI Pakuwon Surabaya has a partially significant positive effect between quality of service and customer satisfaction, while KCP BRI Pakuwon Surabaya has a partial positive effect between frontline discipline and customer satisfaction. Has been found to have a significant positive effect on. At the same time, at KCP BRI Pakuwon Surabaya, quality of service and frontline discipline are known to mutually influence customer satisfaction.

Keywords: Service Quality, Frontliner Discipline and Customer Satisfaction at KCP BRI Pakuwon Surabaya.

## **ABSTRAK**

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas pelayanan dan disiplin frontliner terhadap kepuasan nasabah KCP BRI Pakuwon Surabaya. Data yang digunakan dalam penelitian ini berasal dari kusioner yang disebarakan dalam periode penelitian yakni sebanyak 50 sampel responden. Adapun teknik pengolahan data yang digunakan meliputi uji validitas dan realibilitas, uji asumsi klasik uji koefisien determinasi, uji r-squared dan uji regresi berganda yang digunakan untuk pengujian hipotesis. Berdasarkan hasil dalam penelitian ini diketahui bahwa secara parsial terdapat pengaruh positif signifikan antara kualitas pelayanan terhadap kepuasan nasabah KCP BRI Pakuwon Surabaya, kemudian secara parsial terdapat pengaruh positif signifikan antara disiplin frontliner terhadap kepuasan nasabah KCP BRI Pakuwon Surabaya. Secara simultan diketahui bahwa terdapat pengaruh secara bersama-sama antara kualitas pelayanan dan disiplin frontliner terhadap kepuasan nasabah KCP BRI Pakuwon Surabaya.

Kata Kunci : Kualitas Pelayanan, Disiplin Frontliner dan kepuasan Nasabah KCP BRI Pakuwon Surabaya.