

PENGARUH CORE SERVICE QUALITY, RELATIONAL SERVICE QUALITY & TANGIBLE
SERVICE QUALITY TERHADAP CUSTOMER SATISFACTION DENGAN MEDIASI PERCEIVED
VALUE

(STUDI KASUS NASABAH BNI SYARIAH DI SEMARANG)

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Abstrak : Penelitian ini bertujuan untuk menganalisa pengaruh Core Service Quality, Relational Service Quality dan Tangible Quality terhadap Customer Satisfaction dengan Mediasi Percieved Value. Pada penelitian ini yang menjadi populasi penelitian adalah seluruh nasabah BNI Syariah Semarang sebanyak 95.065. Sedangkan sampel yang dihitung menggunakan Slovin maka akan diambil sebanyak 100 orang. Alat analisis menggunakan analisa deskriptif. Dari hasil analisis diperoleh kesimpulan : Core Service, Tangible Service, Relational Service berpengaruh terhadap percieved value, sedangkan Core Service, Tangible Service, Relational Service tidak berpengaruh terhadap Customer Satisfaction Dan Percieved Value berpengaruh terhadap Customer Satisfaction.

Kata Kunci : Core Service Quality, Relational Service Quality, Tangible Service Quality

Abstract: This study purpose to analyze the effect of Core Service Quality, Relational Service Quality and Tangible Quality on Customer Satisfaction with Percieved Value Mediation. In this study, the population of the study were all customers of BNI Syariah Semarang as many as 95,065. While the sample calculated using Slovin will be taken as many as 100 people. The analysis tool uses descriptive analysis. From the analysis, it is concluded that: Core Service, Tangible Service, Relational Service have an effect on percieved value, while Core Service, Tangible Service, Relational Service have no effect on Customer Satisfaction and Percieved Value has an effect on Customer Satisfaction.

Key Words : Core Service Quality, Relational Service Quality, Tangible Service Quality