

ABSTRAK

Anand Quwwatul Kamil. 2023. *Pengaruh Pelayanan Terhadap Citra Bank Syariah Indonesia (Studi Pada Nasabah BSI KC. Banjarmasin A.Yani 2)* Skripsi, Program Studi Perbankan Syariah, Fakultas Ekonomi dan Bisnis Islam. Pembimbing: Ansrarullah, S. Ag., M.Fil.I

Kata Kunci: Pengaruh, Pelayanan, Citra.

Penelitian ini bermula dari adanya keluhan dari beberapa nasabah terhadap pelayanan Bank Syariah Indonesia. Karena hal ini jika kurangnya kualitas pelayanan dari pihak bank maka berakibat nasabah merasa tidak puas, dan dikhawatirkan nantinya akan berpengaruh terhadap citra perusahaan.

Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh pelayanan terhadap citra bank Syariah Indonesia.

Jenis penelitian yang digunakan adalah penelitian dengan metode kuantitatif. Teknik pengambilan sampel menggunakan teknik *Accidental sampling* dengan pendekatan *Purposive sampling* dan metode analisis data menggunakan metode uji validitas, realibilitas analisis linier berganda, koefisien determinasi, Uji T, dan Uji F.

Hasil penelitian dapat disimpulkan seluruh variabel independen (bebas) pelayanan (X) (*tangible, emphaty, responsiveness, reliability, dan assurance*) ada 3 variabel yang mampu mempengaruhi citra bank syariah Indonesia (BSI) dan ada 2 variabel yang tidak memiliki pengaruh yang signifikan terhadap citra bank syariah Indonesia (BSI). 3 Subvariabel (*Emphaty, responsiveness, dan reliability*) yang berpengaruh positif terhadap citra bank yang berarti bank telah memberikan perhatian terhadap keluhan dan kebutuhan nasabah, tindakan yang cepat tanggap ketika nasabah menghadapi masalah, dan pelayanan yang cepat dan tepat. . Adapun 2 subvariabel (Tangible dan Assurance) yang tidak berpengaruh positif terhadap citra bank yang berarti nasabah menilai kebersihan ataupun penampilan karyawan kurang dan nasabah menilai mengenai sikap karyawan yang kurang sopan ataupun ramah.

ABSTRAK

Anand Quwwatul Kamil. 2023. *The Effect of Service on the Image of Bank Syariah Indonesia (Study on Customers of BSI KC Banjarmasin A.Yani 2) Thesis, Sharia Banking Study Program, Faculty of Economics and Islamic Business. Advisor: Ansrarullah, S. Ag., M.Fil.I*

Kata Kunci: Impact, service, and image

This research stems from complaints from several customers about Bank Syariah Indonesia services. Because of this, if the lack of quality service from the bank results in customers feeling dissatisfied, and it is feared that it will affect the company's image.

This study aims to determine how services affect the image of Bank Syariah Indonesia.

The type of research used is research with quantitative methods. The sampling technique uses Accidental sampling technique with Purposive sampling approach and data analysis method using validity test method, multiple linear analysis reliability, determination coefficient, T test, and F test.

The results of the study can be concluded that the entire independent variable (free) service (X) (tangible, empathy, responsiveness, reliability, and assurance) there are 3 variables that are able to influence the image of Indonesian Islamic banks (BSI) and there are 2 variables that do not have a significant influence on the image of Indonesian Islamic banks (BSI). 3 Subvariables (Empathy, responsiveness, and reliability) that have a positive effect on the image of the bank which means that the bank has paid attention to customer complaints and needs, responsive action when customers face problems, and fast and precise service. . The 2 subvariables (Tangible and Assurance) that do not have a positive effect on the bank's image mean that customers assess the cleanliness or appearance of employees is lacking and customers assess the attitude of employees who are less polite or friendly.