

ABSTRAK

Deti Noraini, 220105020087. *Indeks Kepuasan Nasabah di PT. Pegadaian Syariah Kota Banjarmasin. Pembimbing I: Erissa Nilasari, S.P.,M.P Pembimbing II: Yusuf Asyabri, S.E., M.E Skripsi Program Studi Perbankan Syariah, Fakultas Ekonomi dan Bisnis Islam, UIN Antasari Banjarmasin.*

Kata kunci: Kepuasan Nasabah, *Customer Satisfaction Index* (CSI), Kualitas Pelayanan, SERVQUAL, Pegadaian Syariah.

Kepuasan nasabah merupakan indikator penting dalam menilai keberhasilan kualitas pelayanan pada lembaga keuangan syariah. Penelitian ini bertujuan untuk mengukur dan menganalisis tingkat kepuasan nasabah PT. Pegadaian Syariah Unit Kebun Bunga Banjarmasin menggunakan metode *Customer Satisfaction Index* (CSI) berdasarkan lima dimensi kualitas pelayanan SERVQUAL, yaitu *reliability*, *responsiveness*, *assurance*, *empathy*, dan *tangibles*. Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian lapangan (*field research*). Data dikumpulkan melalui penyebaran kuesioner kepada 91 nasabah yang dipilih menggunakan teknik *purposive sampling*. Data dianalisis dengan metode CSI berdasarkan penilaian tingkat kepentingan (*importance*) dan tingkat kinerja (*performance*) pelayanan.

Hasil penelitian menunjukkan bahwa nilai *Customer Satisfaction Index* (CSI) sebesar 96,82% yang berada pada kategori **sangat puas**. Hasil tersebut menunjukkan bahwa kualitas pelayanan PT. Pegadaian Syariah Unit Kebun Bunga Banjarmasin telah mampu memenuhi harapan nasabah dengan sangat baik. Dimensi *assurance* memperoleh nilai tertinggi sebesar 97,97%, diikuti *reliability* sebesar 97,69%, *tangibles* sebesar 97,31%, *empathy* sebesar 97,14%, dan *responsiveness* sebesar 96,10%. Dengan demikian, dapat disimpulkan bahwa pelayanan yang diberikan telah mampu menciptakan tingkat kepuasan nasabah yang sangat tinggi serta memenuhi ekspektasi nasabah pada seluruh dimensi kualitas pelayanan yang diukur.

ABSTRACT

Deti Noraini, 220105020087. *Customer Satisfaction Index at PT. Pegadaian Syariah Banjarmasin City. Undergraduate Thesis, Pembimbing I: Erissa Nilasari, S.P., M.P, Pembimbing II Yusuf Asyahi, S.E., M.E Islamic Banking Study Program, Faculty of Islamic Economics and Business, UIN Antasari Banjarmasin.*

Keyword: *Kepuasan Nasabah, Customer Satisfaction Index (CSI), Kualitas Pelayanan, SERVQUAL, Pegadaian Syariah.*

Customer satisfaction is an important indicator in assessing the success of service quality at Islamic financial institutions. This study aims to measure and analyze the level of customer satisfaction at PT. Pegadaian Syariah Unit Kebun Bunga Banjarmasin using the Customer Satisfaction Index (CSI) method based on five SERVQUAL service quality dimensions, namely reliability, responsiveness, assurance, empathy, and tangibles. This study uses a quantitative approach with field research. Data were collected through the distribution of questionnaires to 91 customers selected using purposive sampling techniques. The data were analyzed using the CSI method based on the assessment of importance and performance levels of the service.

The research results show that the Customer Satisfaction Index (CSI) value is 96.82%, which falls into the very satisfied category. These results indicate that the service quality of PT. Pegadaian Syariah Unit Kebun Bunga Banjarmasin has been able to meet customer expectations very well. The assurance dimension received the highest score of 97.97%, followed by reliability at 97.69%, tangibles at 97.31%, empathy at 97.14%, and responsiveness at 96.10%. Therefore, it can be concluded that the services provided have been able to create a very high level of customer satisfaction and meet customer expectations across all measured service quality dimensions.