

ABSTRACT

Irnanda Rosanda. 2023. *Pengaruh Personal Grooming dan Kemampuan Komunikasi Interpersonal Pegawai Frontliner Terhadap Kepuasan Nasabah Bank Syariah Indonesia (BSI) KCP Batulicin Jhonlin*. Skripsi, Program Studi Perbankan Syariah, Fakultas Ekonomi dan Bisnis Islam. Pembimbing: Faqih El Wafa, S.H.I., M.SI.

Keywords: *Personal Grooming, Interpersonal Communication, Customer Satisfaction*

This research aims to determine the satisfaction of Indonesian sharia bank customers on the influence of personal grooming and interpersonal communication of frontline employees. This research is motivated by the requirements for recruiting new employees or opening job vacancies which always contain the requirements of having an attractive appearance and being able to communicate well.

This research is field research using a quantitative research approach using descriptive methods in explaining casual relationships and influences between variables through hypothesis testing. To obtain data using a questionnaire filled out by customers

The results of this research show that the variables Personal Grooming and Interpersonal Communication have a significant effect on Customer Satisfaction with a Rsquare value of 0.797 or 79.7%. In the t test for the Personal Grooming variable, the value of tcount was 2.655 > ttable 1.986 with a significance value of $0.00 < 0.05$, so that the Personal Grooming variable (X1) was partially declared to have an influence on customer satisfaction. In the t test for the Interpersonal Communication variable, the t value was 12.003 > $t_{table} 1,986$ with a significance value of $0.00 < 0.05$, so that the Interpersonal Communication variable (X2) is partially stated to have an influence on customer satisfaction. In the F test, the Fcount value was 182,713 > Ftable 2,700 with a significance value of $0.00 < 0.05$, so it can be concluded that the variables of personal grooming and interpersonal communication together (simultaneously) are stated to have an influence on customer satisfaction.