

## ABSTRAK

**Maidah Lestari.** 2026. *Analisis Strategi Peningkatan Kepuasan Nasabah dalam Pelayanan Bank Syariah Indonesia Kantor Cabang Pembantu Martapura A. Yani.* Skripsi, Program Studi Perbankan Syariah, Fakultas Ekonomi dan Bisnis Islam. Pembimbing: (I) Muhammad Saleh, S.IP, SH.,M.A. (II) Annisa Mahfuzah, S.E.I.,M.H.

**Kata Kunci:** Strategi Peningkatan, Kepuasan Nasabah, Pelayanan

Penelitian ini dilatarbelakangi oleh pentingnya kualitas pelayanan dalam meningkatkan kepuasan nasabah pada perbankan syariah, khususnya di Bank Syariah Indonesia (BSI) Kantor Cabang Pembantu Martapura A. Yani. Meskipun jumlah nasabah terus meningkat, masih terdapat beberapa permasalahan pelayanan seperti antrean yang cukup lama, fasilitas yang belum optimal, serta ketidakkonsistenan daya tanggap pegawai. Penelitian ini bertujuan untuk mengetahui tingkat kepuasan nasabah, mengidentifikasi faktor pelayanan yang paling berpengaruh, serta menganalisis strategi peningkatan kualitas pelayanan.

Penelitian ini menggunakan pendekatan deskriptif kualitatif dengan jenis penelitian lapangan. Data diperoleh melalui wawancara terhadap lima nasabah dan dua pegawai bank, serta didukung oleh dokumentasi dan teknik scoring. Analisis dilakukan menggunakan lima dimensi SERVQUAL, yaitu *tangibles*, *reliability*, *responsiveness*, *assurance*, dan *empathy*.

Hasil penelitian menunjukkan bahwa tingkat kepuasan nasabah berada pada kategori puas. Adapun faktor pelayanan yang berpengaruh Dimensi *empathy* dan *reliability* menunjukkan kinerja yang baik, sedangkan *tangibles*, *responsiveness*, dan *assurance* masih perlu ditingkatkan. Strategi yang dapat dilakukan meliputi perbaikan sistem antrean, peningkatan kualitas sumber daya manusia, perbaikan fasilitas, serta optimalisasi layanan digital guna meningkatkan kepuasan dan loyalitas nasabah.

## ABSTRAK

**Maidah Lestari.** 2026. *Analysis of Strategies to Improve Customer Satisfaction in the Service of Bank Syariah Indonesia Sub-Branch Office Martapura A. Yani.* Thesis, Islamic Banking Study Program, Faculty of Islamic Economics and Business. Advisors: (I) Muhammad Saleh, S.I.P., SH., M.A. (II) Annisa Mahfuzah, S.E.I., M.H.

*Keywords: Improvement Strategy, Customer Satisfaction, Service*

*This research is motivated by the importance of service quality in increasing customer satisfaction in Islamic banking, especially at Bank Syariah Indonesia (BSI) Sub-Branch Office Martapura A. Yani. Although the number of customers continues to increase, there are still several service problems such as fairly long queues, facilities that are not yet optimal, and inconsistent employee responsiveness. This study aims to determine the level of customer satisfaction, identify the most influential service factors, and analyze strategies to improve service quality.*

*This study uses a descriptive qualitative approach with a field research type. Data were obtained through interviews with five customers and two bank employees, and were supported by documentation and scoring techniques. The analysis was carried out using the five SERVQUAL dimensions, namely tangibles, reliability, responsiveness, assurance, and empathy.*

*The results of the study indicate that the level of customer satisfaction is in the satisfied category. Service Factors Affecting Customer Satisfaction The empathy and reliability dimensions show good performance, while tangibles, responsiveness, and assurance still need to be improved. The strategies that can be carried out include improving the queue system, enhancing the quality of human resources, improving service facilities, and optimizing digital services to increase customer satisfaction and loyalty.*