ANALISIS KUALITAS PELAYANAN, TEKNOLOGI INFORMASI, DAN *SERVICESCAPE* TERHADAP KEPUASAN NASABAH MENABUNG PADA BANK NAGARI UNIT PASAMAN TIMUR

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ABSTRAK

Tujuan penelitian ini adalah untuk menganalisis kualitas pelayanan, teknologi informasi dan *servicescape* terhadap kepuasan nasabah menabung pada Bank Nagari unit Pasaman Timur. Teknik pengambilan sampel menggunakan *purposive sampling* dengan jumlah responden sebanyak 100 orang. Data diolah menggunakan SPSS versi 16.0. Jenis data yang digunakan adalah data primer dengan metode analisis regresi linear berganda.

Hasil penelitian menemukan bahwa kualitas pelayanan tidak berpengaruh terhadap kepuasan nasabah menabung pada Bank Nagari unit Pasaman Timur, teknologi informasi berpengaruh positif dan signifikan terhadap kepuasan nasabah menabung pada Bank Nagari unit Pasaman Timur, dan *servicescape* berpengaruh positif dan signifikan terhadap kepuasan nasabah menabung pada Bank Nagari unit Pasaman Timur.

Kata kunci : kualitas pelayanan, teknologi informasi, *servicescape,* kepuasan nasabah

QUALITY ANALYSIS OF SERVICE, INFORMATION TECHNOLOGY, AND SERVICESCAPE ON CUSTOMER SATISFACTION SAVINGS IN BANK NAGARI TIMUR EAST UNIT

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ABSTRACT

The purpose of this study was to analyze the quality of services, information technology and servicescape of saving customer satisfaction at Bank Nagari Pasaman Timur unit. The sampling technique uses purposive sampling with the number of respondents as many as 100 people. Data is processed using SPSS version 16.0. The type of data used is primary data with multiple linear regression analysis methods.

The results of the study found that service quality had no effect on customer satisfaction saving at Bank Nagari Pasaman Timur unit, information technology had a positive and significant effect on customer satisfaction saving at Bank Nagari Pasaman Timur unit, and servicescape had a positive and significant effect on customer satisfaction saving at Bank Nagari unit East Pasaman.

Keywords: service quality, information technology, servicescape, customer satisfaction

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