

“THE INFLUENCE OF FRONT OFFICE SERVICE ABILITY ON CUSTOMER SATISFACTION IN BANK RIAU KEPRI, BENGKALIS BRANCH”

Name of Student : Nur Asikin
Registration Number : 5404171064
Lecturers : Hutomo Atman Maulana,S.Pd.,M.Si

ABSTRACK

This research was conducted at Bank Riau Kepri Bengkalis Branch. This study aims to determine how the influence and how much influence Front Office service ability, namely intellectual ability on customer satisfaction at Bank Riau Kepri Bengkalis Branch partially, to find out how the influence and how much influence Front Office service ability, namely physical ability on customer satisfaction Bank Riau Kepri Bengkalis branch partially, to determine the influence and how much influence the service ability of Front Office officers, namely Intellectual ability and Physical ability on customer satisfaction at Bank Riau Kepri Bengkalis Branch simultaneously. The type of research used is associative causal research with a quantitative approach. The population of this research is customers who have savings or are registered in savings products at the Riau Kepri branch of Bengkalis, a sample of 100 respondents who were taken using purposive sampling technique and data collection methods using questionnaires. Data analysis used is descriptive statistics, classical assumption test, multiple regression analysis, data conclusion with T test, F test and the coefficient of determination (R^2). The result of the t test calculation shows that the intellectual ability variable (X_1) is $T_{count} 2.932 > T_{table} 1.984$ with a significance value of $0.004 > 0.05$, which means that intellectual ability has a positive and significant effect on customer satisfaction with a determination coefficient of 26.3%. physical ability variable (X_2) is $T_{count} 3.072 > T_{table} 1.984$ with a significance value of $0.003 > 0.05$ means that physical ability has a positive and significant effect on customer satisfaction with a determination coefficient of 26.9%. Based on the results of the calculation of the F test with the results that show the variables of intellectual ability (X_1) and physical ability (X_2) simultaneously are $F_{count} 23.717 > T_{table} 3.09$ with a significance value of $0.000 > 0.05$ means intellectual ability (X_1) and physical ability (X_2) has a positive and significant effect on customer satisfaction and the coefficient of determination is $0.328 = 32.8\%$

Keyword : Intellectual Ability, Physical Ability, Front Office, Customer Satisfaction