

ABSTRAK

BUMDes UED-SP Sedyo Makmur adalah BUMDes yang berhasil mendapatkan penghargaan sebagai BUMDes dengan omset terbanyak di Jawa namun belum pernah melakukan pengukuran tentang kepuasan nasabah. Penelitian ini bertujuan untuk mengetahui tingkat kepuasan nasabah terhadap kualitas pelayanan BUMDes UED-SP Sedyo Makmur secara parsial maupun simultan. Pengukuran tingkat kepuasan nasabah lebih spesifik menggunakan dimensi kualitas pelayanan dan konsep *Banking Service Quality* (BSQ) yang kemudian dimodifikasi menjadi delapan dimensi yaitu *tangibles*, *reliability*, *responsiveness*, *emphaty*, *assurance*, *access*, *price* dan *service portfolio*. Alat analisis yang digunakan dalam penelitian ini adalah analisis statistik deskriptif. Hasil penelitian menunjukkan bahwa tingkat kepuasan nasabah terhadap kualitas pelayanan BUMDes UED-SP Sedyo Makmur adalah sedang. Kemudian berdasarkan faktor-faktor, tingkat kepuasan nasabah terhadap faktor *tangibles*, *reliability*, *responsiveness*, *access* dan *service portfolio* adalah sedang; tingkat kepuasan tinggi pada faktor *price* dan tingkat kepuasan sangat tinggi pada faktor *assurance* dan *emphaty*.

Kata kunci: *Banking service quality*, kepuasan nasabah, kualitas pelayanan, statistik deskriptif

ABSTRACT

Sedya Makmur, a UED-SP BUMDes, is a BUMDes that won an award as BUMDes with the highest turnover in Java, but has never taken measurements of customer satisfaction. This study aims to determine the level of customer satisfaction with the quality of service of the Sedya Makmur UED-SP BUMDes partially or simultaneously. Measuring the level of customer satisfaction is more specific using the dimensions of service quality and the concept of Banking Service Quality (BSQ) which are then modified into eight dimensions namely tangibles, reliability, responsiveness, empathy, assurance, access, price and service portfolios. The analytical tool used in this study is descriptive statistical analysis. The results showed that the level of customer satisfaction with the service quality of Sedya Makmur's UED-SP BUMDes was moderate. Then based on factors, the level of customer satisfaction with tangibles, reliability, responsiveness, access and service portfolio is moderate; a high level of satisfaction at the price factor and a very high level of satisfaction on assurance and empathy.

Keywords: Banking service quality, customer satisfaction, descriptive statistics, service quality