

INTISARI

Penelitian Pengaruh Kualitas Layanan Terhadap Pertumbuhan Dana Pihak Ketiga (Deposito, Giro, Tabungan) di BNI Wilayah Jakarta Senayan bertujuan melihat apakah terdapat pengaruh dimensi kualitas layanan (*tangible, reliability, responsiveness, assurance, empathy*) terhadap pertumbuhan Dana Pihak Ketiga (Deposito, Giro, Tabungan) pada BNI area Wilayah Jakarta Senayan.

Untuk membuktikan hubungan relasi tersebut, dilakukan analisa regresi linier pengubah ganda antara perubahan variabel dimensi kualitas layanan terhadap pertumbuhan kinerja dana pihak ketiga. Data dimensi kualitas layanan diolah dari Survei Kepuasan Nasabah BNI yang dilakukan di BNI area Wilayah Jakarta Senayan pada semester 1 dan semester 2 tahun 2013 dan 2014. Sedangkan data dana pihak ketiga diperoleh dari data internal BNI yaitu EIS (*Executive Information System*).

Analisis deskriptif terhadap data kualitas layanan menunjukkan bahwa nilai rerata (*mean*) seluruh variabel kualitas layanan berada di atas 3.5 untuk seluruh periode pengamatan yang mengindikasikan bahwa secara keseluruhan kualitas layanan unit Kantor Layanan BNI Wilayah Jakarta Senayan berada di atas kategori Baik dan mendekati Sangat Baik. Untuk pertumbuhan Dana Pihak Ketiga secara umum mengalami kenaikan positif, kecuali untuk periode Desember 2013-Juni 2014 terdapat penurunan untuk seluruh jenis produk tabungan dan giro untuk kepemilikan perusahaan.

Hasil analisa regresi masing-masing variabel secara sendiri menunjukkan bahwa seluruh perubahan variabel kualitas layanan, kecuali *tangible*, berpengaruh signifikan terutama terhadap nasabah perorangan untuk pertumbuhan produk Tabungan.

Kata kunci: kualitas layanan, kantor layanan, dana pihak ketiga.

ABSTRACT

The research Impact of Service Quality on Growth of Third Party's Funds (Time deposits, Current Account, Saving account) in BNI Region Jakarta Senayan is aimed to see whether there is a significant influence of service quality improvement (tangible, reliability, responsiveness, assurance, and empathy) on the growth rate of third party's fund in BNI Jakarta Senayan Regional Area.

Such relationship between the changes in dimension of service quality as independent variable into the growth of fund has been modeled and analyzed using the regression analysis. The data of service quality was originated from the survey of customer satisfaction of the internal BNI in the area of Jakarta Senayan for the year 2013 and 2014 in each semester respectively. Meanwhile, the data of third fund is from EIS (Executive Information System) of internal data BNI.

The average value (mean) of all variables of service quality is above 3.5 for the entire period of observations, indicates that the overall quality of service units BNI Regional Services Office Senayan Jakarta is above the category of Good and almost Very Good. For the growth of third party funds generally experienced a positive increase, except for the period December 2013-June 2014 which dropped for all types of savings and current account products belong to company.

The results of a simple regression analysis of each variable againsts the growth of funds, have had a result that all the variables quality of service, except the variable of Tangible, significantly different to affect the growth of fund mainly on individual customers for the growth of savings product.

Keywords: quality of services, office services, third-party funds.