

INTISARI

Penelitian ini dilakukan untuk mengetahui Pengaruh Kualitas Layanan Terhadap Minat Nasabah untuk Menabung di Bank Rakyat Indonesia (persero) Tbk. Kantor Cabang Cik Ditiro. Dalam penelitian ini peneliti menggunakan metode penyebaran kuesioner kepada 100 responden nasabah bank BRI Cik Ditiro, penyebaran kuesioner dilakukan di lingkungan bank BRI Cik Ditiro Yogyakarta. Berdasarkan hasil penelitian, bahwa satu dari lima dimensi yang ada pada kualitas layanan yaitu *Responsiveness* (daya tanggap) benar-benar berpengaruh secara signifikan terhadap minat nasabah untuk menabung. Sedangkan empat diantaranya, yaitu dimensi Dimensi kehandalan (*reliability*), bukti langsung (*tangibles*), daya tanggap (*responsive*), jaminan (*assurance*), dan empati (*emphanty*) tidak benar-benar berpengaruh signifikan terhadap keputusan menabung nasabah untuk menabung di bank BRI Cik Ditiro Yogyakarta.

Kata kunci: Kualitas Layanan, *Responsiveness* (daya tanggap), kehandalan (*reliability*), bukti langsung (*tangibles*), daya tanggap (*responsive*), jaminan (*assurance*), dan empati (*emphanty*), keputusan pembelian

ABSTRACT

This research was conducted to know the Influence of Service Quality to Customer Interest to Saving at Bank Rakyat Indonesia (Persero) Tbk. Branch Office Cik Ditiro. In this study the authors use the method of distributing questionnaires to 100 respondents BRI Cik Ditiro bank customers, the distribution of questionnaires conducted in the environment BRI Cik Ditiro Yogyakarta. Based on the results of research, that is responsive (responsiveness) is really very significant to the interest of investors to save. While the four dimensions, namely Dimensions of reliability (reliability), direct evidence (tangibles), responsiveness (responsiveness), assurance (assurance), and occupy (not) really insignificant decision to save customers to save at bank BRI Cik Ditiro Yogyakarta .

Keywords: Quality of Service, Responsiveness, reliability, tangibles, responsiveness, assurance, and empathy (emphanty), purchasing decisions