

***The Influence Of Service Quality, Company Image And Trust On Customer Satisfaction At PT. BPRS Amanah Sejahtera Lamongan, Diah Ernita Sari, Ali Muhajir, Saifuddin Zuhri, 2023, Management Study Program, Faculty of Economics, Darul Ulum Lamongan Islamic University.***

### **ABSTRACT**

*This study aims to determine the effect of service quality, company image and trust partially or simultaneously on customer satisfaction at PT. BPRS Amanah Sejahtera Lamongan. This research uses quantitative methods with a sample of 9.8 respondents. Data processing uses validity tests, reliability tests, classical assumption tests, multiple linear regression analysis, T tests as well as F tests and coefficients of determination ( $R^2$ ). The results of this study show that the variable of service quality has a positive and significant effect on customer satisfaction as evidenced by a calculated T value of  $4,098 > 1,986$  with significance  $0.000 < 0.05$ . The variable of corporate image has a positive and significant effect on customer satisfaction as evidenced by the calculated T value of  $3.804 > 1.986$  with a significance of  $0.000 < 0.05$ . The trust variable has a positive and significant effect on customer satisfaction as evidenced by the calculated T value of  $4.439 > 1.986$  with a significance of  $0.000 < 0.05$ . The variables of service quality, company image and trust have a positive and significant effect on customer satisfaction as evidenced by the F value calculated at  $41,338 > 2,700$  with significance of  $0.000 < 0.05$ .*

***Keywords : Service Quality, Company Image, Trust, Customer Satisfaction***

**Pengaruh Kualitas Pelayanan, Citra Perusahaan Dan Kepercayaan Terhadap Kepuasan Nasabah Pada PT. BPRS Amanah Sejahtera Lamongan, Diah Ernita Sari, Ali Muhajir, Saifuddin Zuhri, 2023, Prodi Manajemen, Fakultas Ekonomi Universitas Islam Darul Ulum Lamongan.**

**ABSTRAK**

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas pelayanan, citra perusahaan dan kepercayaan secara parsial maupun simultan terhadap kepuasan nasabah pada PT. BPRS Amanah Sejahtera Lamongan. Penelitian ini menggunakan metode kuantitatif dengan sampel 98 responden. Pengolahan data menggunakan uji validitas, uji reliabilitas, uji asumsi klasik, analisis regresi linier berganda, uji T serta uji F dan koefisien determinasi ( $R^2$ ). Hasil penelitian ini menunjukkan bahwa variabel kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan nasabah dibuktikan dengan nilai T hitung sebesar  $4,098 > 1,986$  dengan signifikansi  $0,000 < 0,05$ . Variabel citra perusahaan berpengaruh positif dan signifikan terhadap kepuasan nasabah dibuktikan dengan nilai T hitung  $3,804 > 1,986$  dengan signifikansi  $0,000 < 0,05$ . Variabel kepercayaan berpengaruh positif dan signifikan terhadap kepuasan nasabah dibuktikan dengan nilai T hitung sebesar  $4,439 > 1,986$  dengan signifikansi  $0,000 < 0,05$ . Variabel kualitas pelayanan, citra perusahaan dan kepercayaan berpengaruh positif secara simultan dan signifikan terhadap kepuasan nasabah dibuktikan dengan nilai F hitung  $41,338 > 2,700$  dengan signifikansi  $0,000 < 0,05$ .

**Kata Kunci : Kualitas Pelayanan, Citra Perusahaan, Kepercayaan, Kepuasan Nasabah**