

Neng Reti Apriyanti (1301121) “**ANALISIS FAKTOR *ISLAMIC BANKING SERVICE QUALITY* PADA BANK SYARIAH (IBSQ) (Survei pada Nasabah Bank BRI Syariah KCP Bandung Setiabudi)**” dibawah bimbingan Dr. H. Mokh. Adib Sultan., M.T. dan Rida Rosida, BS., M.Sc.

### **ABSTRAK**

Kualitas pelayanan merupakan salah satu elemen penting penilaian nasabah terhadap perusahaan. Penelitian ini dilatarbelakangi oleh fenomena kualitas pelayanan Bank Syariah yang belum maksimal. Tujuan penelitian ini untuk mengetahui apakah yang menjadi faktor dominan dari *Islamic Banking Service Quality (IBSQ)*. Populasi dalam penelitian ini adalah seluruh nasabah Bank BRI Syariah KCP Bandung Setiabudi yang berjumlah 6.640 dengan jumlah sampel berjumlah 100 responden. Pemilihan sampel dilakukan dengan menggunakan metode secara *random sampling*. Penelitian ini bersifat deskriptif kuantitatif. Analisis yang digunakan adalah *Confirmatory Factor Analysis (CFA)* dengan menggunakan LISREL 88. Hasil Penelitian menunjukkan bahwa peaksanaan *Islamic Banking Service Quality* yang terdiri dari *Syariah Issues, Reliability, Bank Customer Relationship, Tangibles dan Rates and Charges* secara umum dinilai baik oleh nasabah. Dari kelima variabel tersebut, variabel *reliability* menjadi variabel dominan pada Bank BRI Syariah KCP Bandung Setiabudi.

**Kata Kunci:** *Islamic Banking Service Quality*

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Neng Reti Apriyanti (1301121) ***“ANALYSIS FACTOR OF ISLAMIC BANKING SERVICE QUALITY OF ISLAMIC BANK (IBSQ) (A Survey on Customers of Bank BRI Syariah KCP Bandung Setiabudi)”*** under the guidance of Dr. H. Moh. Adib Sultan., M.T. and Rida Rosida, BS., M.Sc.

### **ABSTRACT**

*Quality of service is one of the important elements of customer valuation of the company. This research is motivated by the phenomenon of quality of Bank Syariah service that has not been maximized. The purpose of this research is to know what is the dominant factor of Islamic Banking Service Quality (IBSQ). The population in this study is all customers of Bank BRI Syariah KCP Bandung Setiabudi amounting to 6640 with the number of samples amounted to 100 respondents. The sample selection was done by using random sampling method. This research is descriptive quantitative. The analysis used was Confirmatory Factor Analysis (CFA) using LISREL 88. The results showed that the implementation of Islamic Banking Service Quality consisting of Shariah Issues, Reliability, Bank Customer Relationship, Tangibles and Rates and Charges are generally considered good by the customers. Of the five variables, the variable of reliability becomes the dominant variable in Bank BRI Syariah KCP Bandung Setiabudi.*

**Keywords:** *Islamic Banking Service Quality*

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