

# Pengaruh Pemahaman, Ekspektasi Nasabah, dan Komponen *Customer Relationship Management* Terhadap Kepuasan Nasabah Bank Syariah Indonesia di Kota Depok

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## ABSTRACT

*Bank as a service provider to attract the attention of customers in order to bring in and even retain existing customers. To achieve this goal, banks need the concept of Customer Relationship Management. This research aims to analyze the effect of partially or simultaneously the variables of understanding, customer expectations, and components of Customer Relationship Management on customer satisfaction of Bank Syariah Indonesia in Depok City. The method of data analysis in this research is multiple linear regression analysis by collecting data through a questionnaire in the form of Google Form. The results in this research prove that understanding, customer expectations, components of Customer Relationship Management have a significant effect on customer satisfaction at Bank Syariah Indonesia in Depok City.*

*Keywords: Understanding; Customer Expectations; Customer Relationship Management*

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## ABSTRAK

Bank sebagai penyedia layanan menarik atensi dari nasabah agar dapat mendatangkan bahkan mempertahankan nasabah yang ada. Untuk mencapai tujuan tersebut, bank memerlukan konsep *Customer Relationship Management*. Penelitian ini bertujuan menganalisis pengaruh secara parsial maupun simultan variabel pemahaman, ekspektasi nasabah, dan komponen *Customer Relationship Management* terhadap kepuasan nasabah Bank Syariah Indonesia di Kota Depok. Metode analisis data pada penelitian ini adalah analisis regresi linier berganda dengan mengumpulkan data melalui kuesioner berbentuk *Google Form*. Hasil dalam penelitian ini membuktikan bahwa pemahaman, ekspektasi nasabah, dan komponen *Customer Relationship Management* berpengaruh signifikan terhadap kepuasan nasabah Bank Syariah Indonesia di Kota Depok.

Kata Kunci: Pemahaman; Ekspektasi Nasabah; *Customer Relationship Management*

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