

Abstrac

This research aims to analyze the influence of service quality and price perception towards the customer satisfaction and switching intention. The object of this research are customers from 5 biggest Sharia Bank in Indonesia; Bank Muamalat, Bank Syariah Mandiri, Bank CIMB Niaga Syariah, BCA Syariah and Bank Mega Syariah by using multiple linear regression analysis method. The result of hypothesis shows that there is positive influence of service quality towards the sharia bank customer satisfaction; the price perseption has negative influence towards the satisfaction of sharia bank customers. Whereas, the service quality has no significant influence towards the switching intention and there is positive influence of price perception toward switching intention.

Key Words : Service Quality, Price Perception, Customer Satisfaction, Switching Intention.

Abstrak

Penelitian ini bertujuan untuk menguji pengaruh kualitas layanan dan persepsi harga terhadap kepuasan nasabah dan switching intention. Objek penelitian pada penelitian ini adalah nasabah di 5 bank syariah terbesar di Indonesia, yaitu Bank Muamalat, Bank Syariah Mandiri, Bank CIMB Niaga Syariah, BCA Syariah dan Bank Mega Syariah dengan menggunakan metode analisis regresi linier berganda. Hasil hipotesis menunjukkan bahwa terdapat pengaruh positif kualitas layanan terhadap kepuasan nasabah bank syariah, terdapat pengaruh negatif persepsi harga terhadap kepuasan nasabah bank syariah, kualitas layanan tidak memiliki pengaruh yang signifikan terhadap switching intention, dan terdapat pengaruh positif persepsi harga terhadap switching intention.

Kata kunci : Kualitas Layanan, Persepsi Harga, Kepuasan Nasabah, Switching Intention.