

## **ABSTRAK**

Penelitian ini bertujuan untuk menganalisis: tanggapan nasabah mengenai bukti fisik yang dilakukan bank bjb syariah kcp arcamanik, tanggapan nasabah tentang media iklan yang dilakukan oleh bank bjb syariah kcp arcamanik, tanggapan kepuasan nasabah terhadap bukti fisik dan media iklan bank bjb syariah kcp arcamanik, Seberapa besar pengaruh bukti fisik dan media iklan pada bank bjb syariah kcp arcamanik terhadap kepuasan nasabah

Metode yang digunakan pada penelitian ini adalah metode deskriptif dan verifikatif. Objek penelitian dalam penelitian ini adalah nasabah tabungan bank bjb syariah kcp arcamanik, dengan total sampel sebanyak 92 responden. Data yang dikumpulkan berupa data primer dan skunder. Data analisis yang digunakan adalah analisis linier berganda, korelasi berganda dan koefisien determinasi.

Secara keseluruhan hasil penelitian menunjukkan terdapat pengaruh bukti fisik dan media iklan terhadap kepuasan nasabah, namun besarnya pengaruh media iklan terhadap kepuasan nasabah dalam penelitian ini lebih besar dibandingkan dengan bukti fisik terhadap kepuasan nasabah. Besarnya tanggapan nasabah mengenai media iklan sangat berpengaruh terhadap kepuasan nasabah, akan tetapi bukti fisik tidak terlalu berpengaruh terhadap bukti fisik.

**Kata Kunci : Bukti Fisi, Media Iklan , dan Kepuasan Nasabah**

## ABSTRACT

This study aimed to analyze: the responses konsumen on the products assortment on a minimarket Circle K branch Burangrang Bandung, consumer feedback on the price at the minimarket Circle K branch Burangrang Bandung, feedback on customer loyalty at the minimarket Circle K branch Burangrang Bandung, as well as to determine how much feedback consumers about the effect of the products assortment and prices on consumer loyalty to the Circle K mini Burangrang Bandung branch.

The method used in this research is descriptive and verification methods. The object of this research is that consumer **bank bjb syariah kcp arcamanik**, with a total sample of 92 respondents. Data collected in the form of primary and secondary data. Data analysis used is multiple linear analysis, correlation and coefficient of determination.

Overall there are significant research results show **the physcal evidence and media advertising on consumer satisfaction**, but the magnitude of the effect of **media advertising on consumer satisfaction** in this study is greater than the physcal evidence on **consumer satisfaction**. The magnitude of consumer responses regarding **media advertising** influence on **consumer satisfaction**, but physcal evidence does not significantly affect **customer satisfaction**.

Keywords: Product Assortment, Price and Consumer Loyalty

This study aimed to analyze: the responses of customers about the physical evidence of the bank bjb sharia KCP Arcamanik, the response of customers on media advertising done by bank bjb sharia KCP Arcamanik, feedback customer satisfaction to the physical evidence and media advertising bjb bank syariah KCP Arcamanik, How big the effect of physical evidence and media ads on sharia bank bjb KCP Arcamanik on customer satisfaction

The method used in this research is descriptive and verification methods. The object of this research is customer savings bank syariah bjb KCP Arcamanik, with a total sample of 92 respondents. Data collected in the form of primary and secondary data. Data analysis used is multiple linear analysis, correlation and coefficient of determination.

Overall the results show there are significant physical evidence and media advertising to customer satisfaction, but the influence of advertising media to customer satisfaction in this study is greater than the physical evidence on customer satisfaction. The response from customers regarding advertising media influence on customer satisfaction, but the physical evidence does not significantly affect the physical evidence.