

**PENGARUH PELAYANAN DAN FASILITAS FISIK BANK TERHADAP
MINAT MENABUNG PADA BANK BJB KANTOR CABANG
MAJALENGKA PERIODE 2018**

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui bagaimana tanggapan nasabah mengenai pelayanan, fasilitas fisik bank, dan minat menabung Bank bjb Kantor Cabang Majalengka dan untuk mengetahui bagaimana pengaruh pelayanan dan fasilitas fisik bank terhadap minat menabung baik secara parsial maupun simultan.

Penelitian ini menggunakan metode Deskriptif dan Verifikatif. Jumlah sampel pada penelitian ini sebanyak 100 sebagai nasabah Bank bjb Kantor Cabang Majalengka. Pengumpulan datanya menggunakan data primer dengan teknik pengumpulan data melalui penyebaran kuesioner dan wawancara. Analisis data yang digunakan meliputi uji asumsi klasik, analisis regresi linier berganda, analisis koefisien korelasi, analisis koefisien determinasi, uji t (parsial) dan uji F (simultan).

Hasil penelitian menunjukkan bahwa secara parsial pelayanan berpengaruh positif signifikan terhadap minat menabung. Fasilitas fisik bank berpengaruh positif signifikan terhadap minat menabung. determinasi sebesar 58,1% sedangkan sisanya 41,9% dipengaruhi oleh faktor lain yang tidak diteliti.

Kata kunci: Pelayanan, Fasilitas Fisik Bank, Minat Menabung

***THE EFFECT OF BANK SERVICES AND FACILITIES ON THE INTEREST
IN SAVING AT BJB BANK OF MAJALENGKA BRANCH OFFICE
PERIOD 2018***

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ABSTRACT

This study aims to determine the customer perception on bank services, the physical facilities of the bank, and the interest in saving at BJB Bank of Majalengka Branch Office and to determine the effect of bank services and physical facilities on the interest in saving either partially and simultaneously.

This study used Descriptive and Verification methods. The number of samples in this study was 100 BJB Bank customers of Majalengka Branch Office. Data collection used primary data and the data collection technique was conducted through questionnaires and interviews. Analysis of the data used included the classic assumption test, multiple linear regression analysis, correlation coefficient analysis, coefficient of determination analysis, t test (partial) and F test (simultaneous).

The results showed that partially bank services had a significant positive effect on the interest in saving. Meanwhile, the physical facilities of the bank had a significant positive effect on the interest in saving. The determination coefficient was 58.1% while the remaining 41.9% was influenced by other factors that were not examined.

Keywords: Service, The Physical Facilities Of The Bank, Interest in Saving