

## **ABSTRAK**

**MEYDINA NURUL KINANTI (2022) PENGARUH CUSTOMER STATISFACTION DAN JOB STATISFACTION TERHADAP KINERJA KARYAWAN STUDI PADA BANK BRI PERSERO CABANG TERNATE**

Penelitian ini bertujuan untuk Pengaruh *Customer Satisfaction* Dan *Job Satisfaction* Terhadap Kinerja Karyawan Studi Pada Bank BRI Persero Cabang Ternate.

Jenis penelitian ini menggunakan pendekatan kuantitatif. Populasi dalam penelitian pada Pengaruh *Customer Satisfaction* Dan *Job Satisfaction* Terhadap Kinerja Karyawan Studi Pada Bank BRI Persero Cabang Ternate. Jumlah sampel yang digunakan sebanyak 129 responden.

Data dalam penelitian ini merupakan data primer dan data sekunder yang bersumber dari kuesioner, wawancara dan observasi yang dibagikan secara langsung Bank BRI Persero Cabang Ternate, serta menggunakan alat bantuan program SPSS 22.

Hasil dari penelitian ini menunjukkan bahwa secara parsial variabel *Customer Satisfaction* berpengaruh positif dan signifikan terhadap kinerja pegawai dan variabel *Job Satisfaction* berpengaruh positif dan signifikan terhadap kinerja pegawai. Sedangkan secara simultan variabel *Customer Satisfaction* Dan *Job Satisfaction* berpengaruh positif dan signifikan terhadap kinerja pegawai Bank BRI Persero Cabang Ternate

**Kata Kunci:** *Customer Satisfaction*, *Job Satisfaction* dan Kinerja Pegawai

## **ABSTRACT**

**MEYDINA NURUL KINANTI (2022) EFFECT OF CUSTOMER STATISFACTION AND JOB STATISFACTION ON EMPLOYEE PERFORMANCE STUDY AT BANK BRI PERSERO, TERNATE BRANCH**

*This study aims to determine the effect of customer satisfaction and job satisfaction on employee performance in the study at Bank BRI Persero, Ternate Branch.*

*This type of research uses a quantitative approach. The population in the study on the effect of customer satisfaction and job satisfaction on employee performance in the study at Bank BRI Persero Ternate Branch. The number of samples used as many as 129 respondents.*

*The data in this study are primary data and secondary data sourced from questionnaires, interviews and observations which were distributed directly to Bank BRI Persero Ternate Branch, as well as using the SPSS 22 program assistance tool.*

*The results of this study indicate that partially the Customer Satisfaction variable has a positive and significant effect on employee performance and the Job Satisfaction variable has a positive and significant effect on employee performance. Meanwhile, the variables of Customer Satisfaction and Job Satisfaction have a positive and significant effect on the performance of the employees of Bank BRI Persero Ternate Branch.*

**Keywords:** *Customer Satisfaction, Job Satisfaction and Employee Performance*