

## Abstrak

Penelitian ini difokuskan untuk mengidentifikasi *Tangible, Reliability, Assurance, Responsiveness, Emphaty, Image Corporate* terhadap *Customer Satisfaction* Bank Mandiri Selama Masa Pandemi Covid-19 Studi Pada PT. Bank Mandiri Tbk Area Jatinegara Timur, fenomena covid-19 membuat Indonesia memberlakukan PSBB dan Jakarta salah satu kota yang melaksanakan PSBB, akibat PSBB beberapa sektor terdampak salah satunya perbankan, bank mandiri melakukan penutupan cabang dan memberlakukan WFH dan WFO untuk pegawainya yang bertujuan untuk mencegah penyebaran covid-19 di lingkungan cabang, akibat dari itu terjadi lonjakan antrian di cabang sehingga mempengaruhi pelayanan. kuesioner dibagikan kepada 143 responden dan data dianalisis melalui SPSS versi 20. Hasil penelitian ini menunjukkan bahwa terdapat hubungan yang positif dan signifikan antara *Responsiveness* dan *Image Corporate* terhadap *Customer Satisfaction*, sedangkan hubungan antara *Reliability* terhadap *Customer Satisfaction* berpengaruh negatif dan signifikan dan variable *Tangible, Assurance, Emphaty* tidak berpengaruh terhadap *Customer Satisfaction*. manajemen bank mandiri perlu mempertimbangkan sistem pengaduan yang efektif yang sudah ada saat ini, bank mandiri telah memiliki sistem pengaduan efektif yaitu virtual bot melalui line, telegram, whatsapp dan twitter yang sesuai dengan karakter profil responden yang ingin cepat dan simpel dalam melakukan pengaduan, namun masih kurangnya

sosialisasi kepada nasabah terkait virtual bot ini sehingga nasabah tetap datang ke kantor cabang untuk melakukan pengaduan

**Kata kunci:** *Tangible, Reliability, Assurance, Responsiveness, Emphaty, Image Corporate, Customer Satisfaction*

### **Abstract**

This research is focused on identifying Tangible, Reliability, Assurance, Responsiveness, Empathy, Corporate Image to Bank Mandiri Customer Satisfaction During the Covid-19 Pandemic. Study At PT. Bank Mandiri Tbk East Jatinegara Area, the Covid-19 phenomenon has made Indonesia impose PSBB and Jakarta is one of the cities implementing PSBB, due to PSBB several sectors are affected, one of which is banking, Bank Mandiri has closed branches and imposed WFH and WFO for its employees which aims to prevent the spread of the virus. covid-19 in the branch environment, as a result of which there was a spike in queues at the branch, thus affecting service. Questionnaires were distributed to 143 respondents and data were analyzed through SPSS version 20. The results of this study indicate that there is a positive and significant relationship between Responsiveness and Corporate Image on Customer Satisfaction, while the relationship between Reliability and Customer Satisfaction has a negative and significant effect and Tangible, Assurance, Empathy has no effect on Customer Satisfaction. Bank Mandiri management needs to consider an effective complaint system that currently exists, Bank Mandiri already has an effective complaint

system, namely virtual bots via line, telegram, whatsapp and twitter which is in accordance with the character of the respondent's profile who wants to make complaints fast and simple, but still lack of socialization to customers regarding this virtual bot so that customers keep coming to branch offices to make complaints

**Keywords:** *Tangible, Reliability, Assurance, Responsiveness, Empathy, Corporate Image, Customer Satisfaction*

