

“ANALISIS TINGKAT KEPUASAN PELANGGAN TERHADAP KUALITAS PELAYANAN”

(Studi Kasus pada Nasabah Tabungan BritAma PT Bank Rakyat Indonesia (Persero) Cabang Salatiga).

ABSTRAKSI

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The high competition level of banking business obliges a bank to optimize its service quality to attract the customers as much as possible. The Customers have an important role. The company needs to remain to take care of the satisfaction from the customers in order to keep them to be a loyal customer. As one of the biggest banks in Indonesia, PT Bank Rakyat Indonesia (Persero) Tbk expects to be able to compete with its competitors. One of its ways is by continuously improving the quality of its service.

The object of this research is to measure the level of service quality according to the satisfaction gained from the customer of PT Bank Rakyat Indonesia (Persero) Tbk. This research is an Explanatory analysis. This research uses primary data which is gained from a questionnaire of 100 respondents given with the guidance of Slovin's pattern and the technique of purposive sampling. Then the data are elaborated in the form of a table. Data analysis uses the Importance-Performance Analysis which is used to know about the level of customer satisfaction. The Data Analysis Method uses qualitative and quantitative methods by using SPSS 13.0.

The results using the Importance and Performance Analysis with results of 90.21 percent are generally shown that PT Bank Rakyat Indonesia (Persero) Tbk customers are satisfied with the services. The results using the z-test with results generally shown that there is a significant difference between customer expectations and the performance given by PT Bank Rakyat Indonesia (Persero) Tbk Cabang Salatiga can be seen from the calculation results. The acceptance probability H_a (Alternative Hypothesis) is equal to $(0,000 < 0,05)$ meaning that the Z-test (-5,296) is in the rejection area of the acceptance H_0 (-1,96), so that the Alternative Hypothesis (H_a) is accepted.

From the research, the writer suggests that the management of Bumiputera should take some actions to improve the services, such as:

- 1. Providing fast and excellent service*
- 2. Increase the hospitality of interaction with the customer*
- 3. Service ability of the bank officer should have more attention and should be increased*
- 4. Increase the quality of physical facilities, like the building, front office, and also addition of waiting room capacities*

Key word : customer satisfaction, service quality,