“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 customers. As one of the biggest bank in Indonesia, PT Bank Rakyat Indonesia (Persero) Tbk expected able to compete the competitors. One of its way by continuedly improve 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 is use primary data which is gained from questionnaire of 100 responden given with the guidance of slovin pattern and the technic of purposive sampling, then the data are elaborated in form of tabulation. Data analysis using the Importance-Performance Analysis which use to know about the level of customer satisfaction. Analysis Data Method use qualitative and quantitative method 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 customer are satisfied with the services. The results using the z test with results generally shown that there is some different between customers expectations with the performance given by PT Bank Rakyat Indonesia (Persero) Tbk Cabang Salatiga can be seen from calculation result assess the acceptance probability Ha (Alternative Hypothesis) mean equal to (0,000<0,05) meaning that Ztest (- 5,296) residing in outside area of acceptance Ho(-1,96), So That Alternative Hypothesis (Ha) accepted.

From the Research, the writer suggest 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 facility, like the building, front office, and also addition of waiting room capacities

Key word : customers satisfaction, services quality,