

ABSTRACT

Mayasari, Desy. (2015). *Role of Excellent Service towards Customers' Trust in PT. Syariah Mandiri Bank, the Branch of Malang*. Theses. Faculty of Psychology. State Islamic University Maulana Malik Ibrahim, Malang.

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Customers are the main targets that are important in banking company. Having high trust of customers is highly desirable expectations for the company because of the presence of the customers' trust. The customers' belief does not grow directly or spontaneously, but influenced by the satisfaction that leads to trust. Therefore, excellent services are the causes of satisfaction. If the customer is satisfied with the services, customer trust will arise.

Excellent service is the company concerned towards the customers, to provide the best possible service to meet the expectations and needs of customers. Customers' trust is a product that is produced by two characters. They are between the customers and the company in an exchange with more considering to the costs and benefits of the behavior, then customers expect the company to be able to keep the responsibility given, which resulted in customers willing to rely on the company.

This study aims to determine the role of the dependent variable which is trust of customers with independent variable which is excellent service in PT. Syariah Mandiri Bank, the Branch of Malang. The numbers of respondents in this study were 111 customers. Method of data collection used is scale of excellent service and customers' trust, which for each consist of 20 items. Analysis technique used is a simple linear regression analysis.

Based on the analysis of the study, the researcher obtained the following results, the excellent service variable of 17.1% or 19 samples found excellent service in the company in the high category, while 58.6% or 65 samples said the service excellence in the medium category, and 24.1% or 27 samples said in a low category. While the variable, customers' trust, at most categories are medium for getting the 79.3% or 88 customers. Then about 5.4% or 6 customers are in the low category, and 15.3% or 17 customers are in the high category.

According to the research, the two variables above as excellent service and customer confidence resulted that there is a positive role ($r_{xy} = 0.755$; with $\text{sig} < 0.05$). Meaning, relationships between variables, excellent service and customers' trust are significantly positive with $p = 0.000$ and significance value sig. (2-tailed) is below or smaller than 0.05. Effective contribution or predictive power excellent service to the customers' trust shown by the determinant coefficient $r^2 = 0.569$ which means that 56.9% of customers' trust is determined by excellent service.