ABSTRACT


Advisor: Yayuk Sri Rahayu, SE., MM.

Kata Kunci: Quality Control, Tangible, Reliability, Responsiveness, Assurance, Empathy, Customers’ Satisfactory

A bank’s Customer Service Program done for its customers is related to the factors that influence the customers’ appraisal upon the service achieved such as: Employees’ appearance and neatness (direct evidence), employees’ ability in solving the customers’ problem (reliability), the employees’ earnestness in helping customers (responsiveness), employees’ professionalism in working (guarantee), and employees’ hospitality and politeness in facing customers (empathy). All of those factors are aimed for customers’ satisfactory. In increasing service quality, Bank Jatim’s Rengel Branch do network expansions or cooperation with other institutions. It also improves its service quality in order to fulfill the customers’ expectation so that they can be satisfied.

This research aims to find the customers’ satisfactory level toward the service quality. It is assessed in five dimensions: Tangible, Reliability, Responsiveness, Assurance, and Empathy, which aim to discover the service quality application and customers’ satisfactory level toward the service quality of PT. Bank Jatim’s Rengel Branch. The data collection technique is executed by using interview, observation and documentation technique, meanwhile, qualitative analysis is employed as the data analysis. The data are directly collected from respondents through interview which are then collected and described based on the field’s condition.

From the research result, it is known that service quality applied by Bank Jatim’s Rengel Branch contains five quality service dimensions namely Tangible, Reliability, Responsiveness, Assurance and Empathy. Those service quality applications are already appropriate with the applied standard. The service quality application also already fulfills the customers’ satisfaction, moreover, some of them are more than the expectation. Thus, the customers already feel satisfied with the service given.