ABSTRACT


Lector : Dr. H. Masyhuri, MP.
Keywords : Service Quality and Satisfaction

Corporate customers that are performing well will always pay attention to the sustainability of its business. One of them by holding continuous improvement (continuous improvement) with the goal of satisfying consumers or customers. The number of banks in Indonesia resulted in higher competition, but only banks are qualified to remain in operation. Bank Rakyat Indonesia in its operations that set the vision become a leading commercial bank that always prioritizes customer satisfaction. This can be achieved with good service in order to create customer satisfaction. To determine the need to hold a customer satisfaction research on the analysis of customer satisfaction through the method of Importance and Performance Analysis (IPA) and the Customer Satisfaction Index (CSI).

The purpose of this study is as follows: (1) Describe the level of importance on service attributes Martadinata Branch Bank Rakyat Indonesia Malang. (2) Analyzing service quality in the Bank Rakyat Indonesia Malang Branch. (3) Analyzing the level of customer satisfaction with Bank Rakyat Indonesia Martadinata Branch Malang. Selected sample of 150 people with convenience sampling technique. Data were analyzed using the method of Importance Performance Analysis (IPA) and the Customer Satisfaction Index (CSI).

Service quality attributes that are considered important in determining customer satisfaction Bank Rakyat Indonesia Malang Branch Martadinata is as much as 10 attributes. Attributes of the service quality is above the average total interest rate of 4.38 customers. Service quality attributes that have the highest interest rate is the friendliness and courtesy of employees in serving customers (4.61). While the service quality attributes that have the lowest interest rate is the existence of a suggestion box (4.03). Based on the results of Importance Performance Analysis (IPA), the service that the Bank Rakyat Indonesia Malang Branch Martadinata well. In line with this the customer also has to feel satisfied with the services that the Bank Rakyat Indonesia Martadinata Branch Malang. Based on the Customer Satisfaction Index (CSI) of 82.08%. This value means that these customers are very satisfied with the service at the Bank Rakyat Indonesia Martadinata Branch Malang.