

Analisa Kepuasan Nasabah terhadap Kualitas Jasa Layanan PermataBank KENCANA = Customer Satisfaction Analysis of PermataBank KENCANA's Service Quality

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Abstrak

Obyek penelitian karya ilmiah ini adalah PermataBank KENCANA, yaitu layanan khusus yang diberikan kepada nasabah PermataBank guna meningkatkan dana kelolaan bank. Dengan visi menjadi pemberi layanan perbankan prioritas terbaik, PermataBank KENCANA menyediakan berbagai produk seperti produk liabilities, consumer loan, investment, dan bancassurance, serta layanan eksklusif yang memberi kemudahan dan kenyamanan bertransaksi.

Karya ilmiah ini membahas kepuasan nasabah terhadap kualitas jasa layanan PermataBank KENCANA. Pengumpulan data diperoleh melalui penyebaran kuesioner dengan metode judgemental sampling dan setiap pertanyaan merupakan pengembangan dari 10 dimensi SERVQUAL.

Hasil penelitian menyatakan bahwa jasa layanan PermataBank KENCANA belum dapat memberikan kepuasan optimal bagi nasabah, terutama pada dimensi reliability dan underslanding the customers.

Sehingga disarankan untuk melakukan beberapa perbaikan kualitas jasa layanan seperti pemilihan produk secara selektif dan memberi pelatihan kepada para petugas bank.

.....The main object of this theses is PermataBank KENCANA, which provides special Services lo their priority customers in order to rise up their third party fund PermataBank KENCANA's vision is to be the best priority banking Service provider. In order to support their Vision, PermataBank KENCANA provides many products such as liabilities products, consumer loan products, investment products, and bancassurance products. Besides their variative products, they also providing an exclusive Services-which give their customer a convenience banking enviroentment.

This theses made by analyzing the customer satisfaction of PermataBank KENCANA 's product and Service quality. Data were collect by questionnaire with a non-probability sampling and each question were based on 10 dimension of SERVQUAL method.

The result of this theses shows that PermataBank KENCANA must improve their product and Services, and their mosi priority improvement are in reliability and understanding the customer's dimension. Suggestion for the above condition are by improving their product's quality and also improving their banking staffs skills.