ANALYSIS OF CUSTOMER SATISFACTION IN BANKING SERVICES BANK SYARIAH MANDIRI DEPARTMENT OF RELIGION AFFAIRS

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ABSTRACT :
The purpose of writing is to find out how our customers feel when using or after using banking services, whether they feel satisfied with the services provided by the Bank Syariah Mandiri DEPAG. To ensure customer satisfaction whether or not the services provided, it is necessary to evaluate the satisfaction of our customers for various banking services are provided, ranging from quality of service provided the employee's performance sampaidengan to customers. Analysis tools used Untk know that customer satisfaction levels for normality test and Likert Equity One Summated Rating (LSR). In Job Training report writing is also used a questionnaire distributed to 50 respondents. By using the normality test with the decision of One Equity accept Ho and reject Hi, can ditarik conclusion 72% of respondents felt satisfied with banking services at Bank Syariah Mandiri DEPAG Cash Office where the Z test results for 1.57 which is to be -1 reception area, 96 Z 1.96. Evidenced by the LSR method for 1810, which lies between the median and quartile III (1500 <1810 <2000) that is quite successful, or satisfied.