ANALYSIS OF CUSTOMER SATISFACTION LEVEL TOWARD SERVICE QUALITY ON BANK MANDIRI CLIENT.

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ABSTRACT:
Customer satisfaction will be the level of service quality of a bank is an unbeatable advantage. Satisfaction will occur when consumers show a strong loyal attitude. In terms of practical, behavior-based definition of loyalty is very interesting because record sales and profits achieved only if consumers make real actions, ie we buy or use these products. Or variable data used are primary data where the data is taken based on the research questionnaire directly to the consumer. Which comprises of 80 respondents and 16 questions from the five dimensions of reliability, responsibility, assurance, empathy, and tangible. The analysis tools are Likert scale, and chi square test. Chi Square calculation result table that is 114.991327. accepted Ho, Ha is received, which means customers will be satisfied with the quality of services provided by Bank Mandiri.