

ABSTRACT

Osmond Bramono (2004). **THE ANALYSIS OF BPR CUSTOMER SERVICE QUALITY TOWARDS THE PRODUCT BUYING DECISION OF BPR SHINTA DAYA KALASAN-YOGYAKARTA.** International Program, Department of Management, Economic Faculty, Islamic University of Indonesia.

In the BPR business competition recently, the customers' satisfaction becomes the main priority in the level of customers' necessity and expectation, hence the hospital has to consider the things, which are considered important by customers. In this case, management need to consider influencing factors of quality services to the customer satisfaction and whether it has been fulfilled or not. Monitoring and measuring to the customer satisfaction has become the very essential thing for each company. It is caused by the step of giving feedback and income for needs of development and implementation of strategy to increase customer satisfaction. Principally the customer satisfaction can be measured by many kinds of methods and techniques. This research is about service quality at BPR Shinta Daya Kalasan Yogyakarta need to be deeply researched based on the five dimensions (Tangible, Reliability, Responsiveness, Assurance, and Empathy) in Parasuraman, Zeithaml, Berry's service quality and compare to expected and perceived service.

The problems formulations in this research were to identify the most dominant dimension of service quality that influence customer satisfaction at BPR Shinta Daya Kalasan Yogyakarta and to identify the significant level of differences between the average of expected service quality and the average of perceived service quality felt by customers.

In answering the problems above, the writer used qualitative and quantitative analysis. The writer took exactly 100 respondents. Qualitative analysis is an analysis in the form of non-statistic realized by the result of the questionnaire that will be used as the data analysis served in the form of table. Quantitative analysis utilizes z test.

Based on the research, the result showed that there is no significant difference between expected service quality and perceived service quality. Among the five dimensions of service quality tangible, reliability, responsiveness, assurance, empathy, the most dominant is *responsiveness*.

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Di kompetisi bisnis Perbankan akhir-akhir ini, kepuasan pelanggan menjadi prioritas utama pada keperluan dan harapan konsumen. Pada kasus ini, perusahaan perlu mempertimbangkan faktor-faktor yang mempengaruhi kepuasan pelanggan terhadap kualitas pelayanan, apakah sudah terpenuhi atau belum. Mengontrol dan menghitung kepuasan pelanggan sudah menjadi hal yang paling utama untuk setiap perusahaan. Hal itu dikarenakan langkah-langkah pemberian masukan pada pengembangan dan penerapan strategi untuk meningkatkan kepuasan pelanggan. Pada prinsipnya kepuasan pelanggan dapat diukur dengan banyak metode dan teknik. Penelitian ini tentang kualitas pelayanan di BPR Shinta Daya Kalasan Yogyakarta yang harus secara lebih mendalam diteliti berdasarkan 5 dimensi (*tangible, reliability, responsiveness, assurance, and empathy*) yang dikemukakan Parasuraman, Zeithaml, dan Berry tentang kualitas pelayanan adalah selisih antara kualitas pelayanan yang diharapkan dengan yang didapatkan.

Perumusan masalah pada penelitian ini adalah untuk mengetahui dimensi kualitas pelayanan yang paling dominan yang mempengaruhi kepuasan pelanggan pada BPR Shinta Daya Kalasan Yogyakarta, dan untuk mengetahui tingkat signifikansi perbedaan antara kualitas pelayanan yang diharapkan dan kualitas pelayanan yang didapatkan.

Untuk menjawab pertanyaan diatas, penulis menggunakan analisis kuantitatif dan kualitatif. Untuk menganalisis data menggunakan Analisis Regresi Linier Berganda. Untuk menganalisis data kualitatif menggunakan metode analisis isi.