

THE SERVICE QUALITY TOWARDS THE CUSTOMERS' SATISFACTIONS BY USING SERVQUAL METHOD IN BANK SYARIAH MANDIRI OF WIROBARAJAN BRANCH OFFICE

ABSTRACT

This research aims to know the influences of service quality towards the customers' satisfaction, and also the customers' satisfaction level. The service quality is measured using tangible, realibility, responsiveness, assurance and empathy. The type of the research is field research by using quantitative descriptive research. The object of the research is Bank Syariah Mandiri of Wirobarajan Branch Office. The population and samples are the customers who had ever conducted transaction in Bank Syariah Mandiri of Wirobarajan Branch Office by taking the respondents totally 60 customers. Whereas, the analysis instrument used is multiple linear regression analysis and an analysi using Servqual method. The result of the research shows that the variable of tangible, responsiveness, assurance and empathy have significant influence towards the customers' satisfaction in Bank Syariah Mandiri of Wirobarajan Branch Office. It is proved by the beta score for each variable are 0,265, 0,256, 0216, and 0,204, yet there is one variable which has no significant influence towards the customers' satisfaction, it is reability variable with the beta score is -0,061. Then, the result of servqual analysis in average shows the gap between the customers' expectation with the customers' perception is -1,88. The minus score shows that the customers' expectation score is still bigger than the customers' perception score with the satisfaction level is 0,92 and it includes in a bit satisfactory/less satisfactory.

Key Words: Quality Service, Customers' Satisfaction, Servqual