

ABSTRACT

The purpose of this research was to analyze the understanding gap and service quality gap at DIY BPD Bank.

Data needed in this research was consisting of primary and secondary data. Primary data is data that is directly obtained from DIY BPD Bank and the respondent. Secondary data is data obtained from the research of library.

The research instrument used, was questionnaire which was the replica from the research result of Parasuranman, Berry and Zeithaml. This research was using Servqual and t test method.

The result of the research showed that the service delivering at DIY BPD Bank have a gap. There was a gap between management perception on customer expectation with customer expectation on service at DIY BPD Bank for 0,18. There was a gap between customer expected service and customer percieved service for -1,09.

Beside of that, the result of the research showed that there was a difference between priority series of service dimension that were delivered by the bank and those expected by the customer.

Keyword: Increasing service quality, applying sophisticated technology, and periodicly marketing research; Analisis Understanding Gap and Service Quality Gap at DIY BPD Bank.