

## ABSTRAK

Dalam rangka mengetahui kualitas layanan dan tingkat kepuasan nasabah atas layanan yang diberikan kepada nasabah prime, maka Customer Care Group dan Wealth Management Group melakukan survey rutin tahunan untuk Mandiri Prioritas. Adapun hasil survey kepuasan nasabah secara keseluruhan yaitu kepuasan nasabah prime di Bank Mandiri Prioritas outlet Yogyakarta mengalami penurunan dari tahun ke tahun. Sangat jauh perbedaannya apabila dibandingkan dengan hasil survey outlet Semarang dan outlet Solo pada tahun 2017.

Penulis kemudian melakukan penelitian untuk mengidentifikasi kategorisasi kepuasan nasabah terhadap layanan prime di Bank Mandiri dan mengidentifikasi pengembangan layanan prime yang efektif di Bank Mandiri. Jenis penelitian dikategorikan sebagai penelitian survey. Populasi dalam penelitian ini adalah nasabah Bank Mandiri Prioritas Yogyakarta, yaitu orang yang sudah menjadi nasabah Bank Mandiri Prioritas dan pernah melakukan transaksi di Bank Mandiri Prioritas Yogyakarta. Jumlah sampel yang diambil pada pengujian awal sebanyak 30 responden. Setelah dilakukan pengujian awal terdapat beberapa atribut yang dinyatakan tidak valid, sehingga untuk penelitian ini dilakukan pengujian kembali terhadap 53 responden. Metode analisis data yang digunakan adalah Model Kano.

Berdasarkan hasil penelitian, kepuasan nasabah dalam variabel layanan prime di Bank Mandiri Yogyakarta digolongkan dalam 4 (empat) kategori, yaitu *attractive*, *one dimensional*, *must be*, dan *indifferent*. Adapun variabel layanan prime yang tergolong ke dalam kategori *attractive* yaitu A (kemudahan akses menuju lokasi kantor/outlet prioritas), dan E (kecepatan petugas dalam melayani). Variabel layanan prime yang masuk dalam kategori *one dimensional* yaitu B (kondisi fasilitas di outlet prioritas seperti kamar kecil, makanan dan minuman, televisi/koran), K (keaktifan petugas untuk menghubungi jika ada informasi penting), N (kesopanan petugas dalam melayani), dan P (kelengkapan variasi produk perbankan dan investasi). Untuk variabel layanan prime yang masuk dalam kategori *must be* yaitu C (kenyamanan, kebersihan dan kerapihan ruangan), D (kebersihan dan kerapihan penampilan petugas), J (memberikan solusi atas kebutuhan perbankan dan investasi), dan Q (empati). Sedangkan variabel layanan prime yang masuk dalam kategori *indifferent* adalah H (biaya produk perbankan dan investasi) dan I (kemudahan mendapatkan informasi perbankan dan investasi).

Arah pengembangan efektif untuk dapat meningkatkan kepuasan nasabah di Bank Mandiri adalah dengan memperbaiki variabel layanan yang dianggap penting namun belum dapat memuaskan para nasabah prime sehingga perlu ditingkatkan kinerjanya yaitu kemudahan akses menuju lokasi kantor/outlet prioritas dan kecepatan petugas dalam melayani.

Kata kunci: *tingkat kepuasan nasabah, model kano, quality improvement index*

## ABSTRACT

In order to know the quality of service and the level of customer satisfaction for the services provided to prime customers, the Customer Care Group and Wealth Management Group conduct annual routine surveys for Mandiri Prioritas. The results of the overall customer satisfaction survey are the satisfaction of prime customers at Bank Mandiri Yogyakarta's priority outlets have decreased from year to year. The difference is very far when compared with the results of the survey of Semarang outlets and Solo outlets in 2017.

The author then conducts research to identify customer satisfaction categorization of prime services at Bank Mandiri and identify the development of effective prime services at Bank Mandiri. This type of research is categorized as survey research. The population in this study were customers of Bank Mandiri Prioritas Yogyakarta, namely people who had become customers of Bank Mandiri Prioritas and had made transactions at Bank Mandiri Prioritas Yogyakarta. The number of samples taken in the initial test were 30 respondents. After the initial testing there are several attributes that are declared invalid, so that for this study a re-examination of 53 respondents was conducted. The data analysis method used is the Kano Model.

Based on the results of the study, customer satisfaction in prime service variables at Bank Mandiri Yogyakarta is classified into 4 (four) categories, namely attractive, one dimensional, must be, and indifferent. The prime service variables are classified into attractive categories namely A (ease of access to office locations / priority outlets), and E (speed of officers in serving). Prime service variables that are included in the one dimensional category, namely B (condition of facilities in priority outlets such as restrooms, food and beverage, television / newspaper), K (active staff to contact if there is important information), N (politeness of officers in service), and P (complete variations in banking and investment products). For prime service variables included in the category of must be, namely C (comfort, cleanliness and tidiness of the room), D (cleanliness and tidiness of appearance of officers), J (providing solutions to banking and investment needs), and Q (empathy). While prime service variables included in the indifferent category are H (banking and investment product costs) and I (ease of obtaining banking and investment information).

The direction of effective development to be able to increase customer satisfaction at Bank Mandiri is to improve service variables that are considered important but have not been able to satisfy prime customers so that their performance needs to be improved, namely access to priority office locations and outlets.

Keywords: level of customer satisfaction, canoe model, quality improvement index