

INTISARI

Tujuan penelitian adalah untuk mengevaluasi kinerja PT Bank Mandiri (Persero) Tbk. SBDC Jakarta Kota dalam pelayanan jasa bidang kredit melalui gap analysis (model yang dikembangkan oleh Berry, Parasuraman, dan Zeithaml) dan mencoba menerapkan *Total Quality Service* untuk meningkatkan kualitas pelayanan jasa yang diberikan PT Bank Mandiri (Persero) Tbk. SBDC Jakarta Kota

Metode pengumpulan data adalah membuat daftar pertanyaan kepada kelompok responden nasabah/debitur, manajemen SBDC Jakarta Kota, dan staf SBDC Jakarta Kota. Isi daftar pertanyaan mengacu kepada 5 (lima) dimensi jasa menurut Parasuraman dan kawan-kawan yaitu tangible, reliability, responsiveness, assurance dan empathy. Untuk mengetahui hubungan antara kualitas jasa yang diberikan oleh SBDC Jakarta Kota (kinerja) dengan harapan nasabah serta hubungan antara harapan nasabah dengan tingkat kepentingan kelima dimensi jasa, akan digambarkan melalui diagram kartesius.

Kesimpulan dari hasil kuesioner adalah persepsi mengenai tingkat kepentingan kelima dimensi menurut nasabah dan manajer berbeda dan memiliki gap negatif. Hal ini menunjukkan bahwa manajer memandang rendah apa yang diharapkan oleh nasabah mengenai dimensi Tangible, Reliability, Responsiveness dan Assurance dan Empathy.

Kata kunci : *Kualitas Pelayanan, Dimensi/atribut kualitas pelayanan, indikator-indikator Kualitas Pelayanan, Persepsi dan harapan konsumen.*

ABSTRACT

The purpose of this thesis was to evaluate the performance of Small Business District Centre Jakarta Kota of PT Bank Mandiri (Persero) Tbk. in giving service in credit through gap analysis (model that was developed by Berry, Parasuraman, and Zeithaml) and tries to implement Total Quality Service to increase the quality of service by Small Business District Centre Jakarta Kota.

The method of collecting data was making questioner to customer group, management group, and staff group. The content of this questioner oriented to five dimensions of service of Berry, Parasuraman and Zeithaml, that were tangible, reliability, responsiveness, assurance and empathy. To know the relationship of customer's expectation and the degree of important of five service dimensions in view of customer, and the relationship of performance of Small Business District Centre Jakarta Kota and the expectation of customer, we'll use Cartesian diagram.

The conclusion of the questioner result is the perception between customer and managers about five level of importance are different, which indicated with the negative gap value. This circumstance indicates that the managers are underestimate customer's expectations about tangible, reliability, responsiveness, assurance and empathy dimension.

Key words : *Service quality, dimension/attribute of service quality, service quality indicators, perception and expectation of customers.*