

## INTISARI

Penelitian ini bertujuan untuk mengidentifikasi dimensi/atribut kualitas pelayanan yang diharapkan konsumen dan menganalisis gap antara pelayanan yang diberikan dengan harapan kepuasan konsumen pada Bank Mandiri Cabang Hub Jakarta Plaza Mandiri, apakah telah memenuhi ekspektasi nasabah.

Alat Penelitian yang digunakan adalah analisis statistik non probability dan analisis deskriptif. Data yang digunakan adalah data primer dan data sekunder. Data primer antara lain pengambilan sampling secara acak dengan meminta nasabah untuk mengisi kuesioner yang telah dipersiapkan. Sample penelitian yang dipilih terdiri dari 200 orang nasabah, 33 orang Manager dan 90 orang karyawan. Sedangkan data primer untuk analisis deskriptif diperoleh dari wawancara yang dilakukan dengan para manager dan karyawan, untuk mendapatkan data yang dapat menunjang penelitian. Data sekunder yang digunakan diperoleh dari buku-buku literatur dan majalah-majalah.

Berdasarkan kelima dimensi/atribut kualitas pelayanan yang dinilai yaitu *responsiveness*, *reliability*, *emphaty*, *assurance* dan *tangible*, kami dapat menyimpulkan bahwa persepsi manajemen terhadap kualitas layanan diperoleh nilai cukup tinggi dan melebihi nilai ekspektasi nasabah. Berarti secara keseluruhan Bank Mandiri Cabang Hub Jakarta Plaza Mandiri telah memberikan kualitas pelayanan yang melebihi ekspektasi nasabah.

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

## ABSTRACT

The objective of this research is, to identify dimension/attribute of service quality that is expected by customers and to analyze gap between given services and consumer's expected satisfaction at Bank Mandiri Hub Jakarta Plaza Mandiri Branch, whether it fulfills the customer's expectation.

The research tools that were used are statistical analysis of non probability and descriptive analysis. Data that were used were primary data and secondary data. Primary data among others were sampling of data on a random basis by asking customers to complete questioner forms that have been provided. Research sample that were chosen consisted of 200 customers, 33 Managers and 90 employees. While primary data for descriptive analysis were obtained from in depth interview with managers and employees in order to get data that can support the research. Secondary data that were used were obtained from literatures and magazines.

Based on the five dimensions/attributes of service quality which are responsiveness, reliability, empathy, assurance and tangible, we can conclude that the Management's perception on service quality have sufficiently high value and exceeded the value of customer's expectation. It means, as a whole, Bank Mandiri Hub Jakarta Plaza Mandiri Branch has given service quality that exceeded the customer's expectation.

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