THE ANALYSIS OF FACTORS INFLUENCING CUSTOMER SERVICE SATISFACTION (CASE STUDY IN PT. BANK OCBC NICP TBK. AT PEMUDA SURABAYA BRANCH OFFICE)

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ABSTRACT

In the era of globalization, competition in business throughout the nation, open market and worldwide became very intense. Excellence of product becoming the key factor of surviving. With a great commitment to compete, PT. Bank OCBC NISP Tbk. tries to give the best service excellent to their customers and stakeholders, including to implement good corporate governance.

This research applied to respondents in the range of age 17-56 years old which also an existing customer of PT. Bank OCBC NICP Tbk. Who has accustomed with its products. SKOR analysis method, which content a combination of rating given by customers and a rank of importance given by AHP (Analytical Hierarchy Process) management, is being used to determine level of customer service satisfaction given by PT. Bank OCBC NISP Tbk. to their customers. Also determining which service satisfaction variables that needed priority of improvement from management.

Based on the research, mapping and analyzing SKOR is being generated to result a variables (in quadron IV) which needed to be improved.

Key word: Service satisfaction, rating, SKOR mapping and analysis, improvement