

ABSTRAK

Dalam menilai baik atau buruknya suatu kinerja bank, ada beberapa nilai yang bisa mempengaruhi bank dalam pelayannya. Untuk menilai baik buruknya kualitas pelayanan ada 5 aspek yang mendasari *Reliability, Responsiveness, Assurance, Emphaty, Tangible*. Dari 5 aspek tersebut sangat kompleks dan harus dilakukan oleh suatu bank agar para nasabah merasa senang, aman serta nyaman didalam suatu pelayanan ini juga bisa mempengaruhi terjadi nya keputusan pelanggan. Sedangkan Kepuasan nasabah sendiri adalah Kepuasan atau perasaan puas & senang yang didapatkan oleh nasabah setelah mengetahui bahwa produk yang dimilikinya memiliki performa ataupun kualitas seperti yang diharapkan. Adapun kepuasan nasabah mempunyai 3 aspek penting didalamnya yaitu Kesesuaian harapan, Mau menggunakan kembali, serta Ketersediaan merekomendasikan. Ke 3 aspek ini dapat menentukan ataupun melihat apakah seorang nasabah dapat puas terhadap produk yang dimilikinya, hasil penelitian menunjukkan bahwa Kualitas pelayanan Funding Officer masuk dalam Kategori sangat baik karena dari ke 5 aspek *Reliability, Responsiveness, Assurance, Emphaty, Tangible* semuanya memiliki rata-rata indeks diatas 80 % sedangkan untuk kepuasan nasabah Giro mencapai angka diatas 80 % yang dimana hal itu menunjukkan bahwa nasabah Giro cukup puas dengan produk Giro yang dimilikinya, sehingga bisa menjadi kunci untuk Bank Rakyat Indonesia memperkenalkan Giro dan Pelayanan Funding Officer mereka kepada masyarakat bahwa produk mereka dan pelayanan mereka telah teruji.

Kata kunci : Kualitas Pelayanan, Kepuasan Nasabah, Funding Officer

ABSTRACT

In assesing the good or bad of a banks performance, there are several values that can affect the bank in its service. To assess the quality, there are 5 aspects that underlie Reliability, Responsiveness, Assurance, Emphaty, Tangible. From these 5 aspects it is very complex and must be done by bank so thaht customers feel happy, safe and comfortable in a service that can also affect the occurence of customer decisions. While the customer satisfaction itself is satisfaction or feeling satisfied & happy that is obtained by the customer after knowing that the product they have has the performance or quality as expected. The customer satisfaction has 3 important aspects in it, namely conformity of expectation, want to use again, adn availability recommend. These 3 aspects can determine or see whether a customer can be satisfied with the product they have, the results of the study show that the quality of Funding Officer services is in a very good category because of the 5 aspects of Reliability, Responsiveness, Assurance, Emphaty, Tangible all have an average the index is above 80% while the satisfaction of current account customers is above 80%, which shows that current accounts are quite satisfied with the current Giro products, so that it can be a key for Bank Rakyat Indonesia to introduce their giro and funding officer services to the public that their products and their service has been tested.

Keywords : *Level of Product Quality, Customer Satisfaction, Funding Officer*