

ABSTRACT

Factor Analysis of Performance Assessment System Front Line Staff In Bank Pembangunan Daerah Bali

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BPD Bali in the effort of improvement its method of performance assessment continuously search factors that can be considered as a reference of assessment for front line staff. Selecting front line staff based on the nature of service industry where 70 percent of its activities are conducted by frontline staff. Once the factors identified, they can be used as a reference of improvement a method of performance assessment for frontline staff of BDP Bali.

This research use reliable and valid questionnaires to collect required data. The analyses applied for the data are factor analysis, validity analysis, arithmetic mean analysis, and cross-table analysis. All these analyses are expected to provide scientific result that will be recommended as a reference of method of performance assessment for frontline staff of BDP Bali.

Four factors that are considered as references are found in this study. Those factors are: 1. Ability and Communication, 2. Action and Accountability, 3. Attitude and Appearance, and 4. Attention. This factors is similar to the concept of qualification of performance assessment by Weyne (1985) namely relevance, acceptability, reliability, sensivity, dan practicality.

Moreover Parasuraman in his book Principle of Operational Management, Renderand Heizer (2001:111) stated that reliability, responsiveness, competence, access, courtesy, communication, credibility, safety, understanding, and tangible determine the quality of service. In addition, Barata (2003:31) argued that excellence service concept covers ability, attitude, appearance, attention, action and accountability

Keyword: Four main factors namely: 1. Ability and Communication, 2. Action and Accountability, 3. Attitude and Appearance, 4. Attention.