

Analisis pengukuran kualitas layanan PT. Bank EFG (Persero) Tbk. = Analysis of service quality measurement in PT. Bank EFG (Persero) Tbk.

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Abstrak

Laporan magang ini membahas mengenai service excellence dan pengukuran kualitas layanan Bank EFG. Analisis pengukuran dibagi menjadi analisis terhadap ukuran dan cara pengukuran kualitas layanan baik secara internal maupun eksternal. Secara umum service excellence dan jiwa layanan Bank EFG telah mengandung prinsip total quality management (Besterfield, 2004) dan mencakup dimensi-dimensi kualitas layanan atau jasa (Parasuraman, Zeithaml & Berry, 1988). Ukuran yang digunakan dalam menilai kualitas layanan Bank EFG juga telah memenuhi dimensi kualitas layanan. Cara pengukuran kualitas layanan Bank EFG secara internal dilakukan melalui pengukuran cabang reguler dan prioritas, dan pengukuran implementasi jiwa layanan pada Direktorat Teknologi dan Operasi. Sedangkan pengukuran secara eksternal dilakukan melalui survei industri atau Bank Service Excellence Monitoring oleh Marketing Research Indonesia.

.....This internship report describes service excellence and quality measurement of Bank EFG. The measurement analysis is divided into measurement analysis and how to measure service quality internally and externally. Overall, service excellence and service statement of Bank EFG cover the total quality management principles (Besterfield, 2004) and service quality dimension (Parasuraman, Zeithaml & Berry, 1988). The measurement that used to measure service quality also cover the service quality dimension. The internal service quality measurement of Bank EFG conducted by measure the priority and regular branch, and measure the implementation of service statement in Technology and Operational Directory. The external service quality measurement conducted by identify the result of Bank Service Excellence Monitoring that held by Marketing Research Indonesia.