The Customer's Service Quality Analysis Of Bank BNI UI Depok Branch
Between Expectation And Perception
Jenny Dwi Mardjono Rahardjo

The purpose of this research is to study a level of customer's service satisfaction provided by BNI Bank of Branch UI Depok. A purposive sampling has collected the survey data from 200 respondents queuing in the bank. The analyze is performed by a SERVQUAL method with differentiation test by using Mann Whitney Test. The SERVQUAL method analyses the customers' service satisfaction by differentiating between expectation and perception of customers after getting such bank service. The assessment of customers is classified into five (5) dimension among others; Tangible, Reliability, Responsiveness, Assurance, and Empathy. Of SERVQUAL method will be obtained two (2) groups of data; customers' expectation and perception. The differentiation test of Mann Whitney is applied because the collected data is an ordinal data scale of two groups of independent data. The research outcome pointed that in general a level of service satisfaction provided by BNI Bank UI Depok cannot meet's customer's needs yet. The best aspect providing a satisfaction of customers is because of BNI one of state-owned enterprise that be able to assure a customers' security. In Generally, the lowest customers' evaluation for BNI Bank UI Depok supposing that this bank technology is not a modern technology.