

## **ABSTRACT**

*Bank BPR Nusamba Banguntapan as a company that provides banking services obviously must be able to win the competition. In order to win the competition Bank BPR Nusamba Banguntapan always tried to improve the quality of service so that the customers were satisfied with the service that given, but still there are frequent complaints received by the bank.*

*This research measured the quality of service by using a combination method of Customer Satisfaction Index -- Six sigma. Where results of Customer Satisfaction Index measurements analyzed to find out the critical variables, so that it could be known the variable of improvement priority, then proceed with the calculation of the DPMO and sigma values of critical variables. The data in this research is primary data obtained from the results of the dissemination of the questionnaire. The population in this research is the customers of BPR Nusamba Banguntapan that actively transact. The sample conducted using accidental sampling techniques with respondents as many as 50 customers.*

*The result from the calculation of Customer Satisfaction Index gained customer satisfaction rate average by 95.10%, with the lowest level of satisfaction on the attribute number 9, so attribute number 9 is a priority improvement. From the obtained value of attribute number 9 count the possibility of defects per one million opportunities (DPMO) amounted to 96700 and sigma level of 2,8. From the result of calculation it can be concluded that the quality of service of BPR Nusamba Banguntapan still not able to satisfy customers because the achievement is still under 6 sigma. Bank BPR Nusamba Banguntapan expected to perform the repair process and improve the quality of service to customers.*

***Keywords: Qualit of Service, Customer Satisfaction, Customer Satisfaction index , Six Sigma.***