

ABSTRACT

Bank Mandiri KCP Yogyakarta UNY is one of the financial services company providing banking services savings and loan on the quality of service to customers large enough.

The purpose of this study is to investigate and determine the causes of dissatisfaction on the quality of banking services that have been perceived customer of Bank Mandiri KCP Yogyakarta UNY on service quality of Bank Mandiri KCP Yogyakarta UNY.

This study uses Importance Performance Analysis (IPA) and Potential Gain in Customer Value (PGCV).

Based methods IPA and PGCV it is known that there are several factors that need to be upgraded again queuing system performance is the speed / time of the transaction, the availability of time and the availability of employees in hearing customer complaints, proactive in catering, raffle prizes, interest, administrative costs of products and services low, knowledge and mastery of the employee assignment, accuracy employees in serving customers, employees in serving customers the speed, ease of customers to report complaints.

Suggestions and recommendations drawn from the results of this research is to try to use other methods, including more respondents, and more focus on the parts that just are much more focused on issues such as customer part Teller or Customer Service.

Keywords: Customer Satisfaction, Service Quality, and IPA method PGCV, Banking, Customer Service.