

ABSTRACT

ANALYSIS OF CUSTOMER'S SATISFACTION ON THE BANK'S SERVICES: A CASE STUDY OF TWO BANKS IN BANDAR JAYA, TERBANGGI BESAR DISTRICT, CENTRAL LAMPUNG REGENCY

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Central Lampung regency is one that has a big contribution to the economy in Lampung province. It is in terms of gross regional domestic product in 2011 increased by 11.96 percent from 2010. The economic growth in Central Lampung district has been increasing the demand of financial service. It has been affecting the growth of banks. Furthermore, among banks have been competing to obtain and retain their customers. To do so, a bank has to fulfill the expectation of its customers. The main objective of this research is to know the performance of bank in fulfilling the expectation of its customers. Two banks in Bandar Jaya, Central Lampung district were chosen. From each bank, 30 respondents were interviewed by using questioners. The data were analyzed using the Importance Performance Analysis (IPA). The results shown that in Bank A three attributes were under performed compared with customers' expectation, i.e. the speed of service, the response to new customers, and the response to customers calling by telephone. In Bank B two attributes were under performed compared with customers' expectation, i.e. the speed of service and the response to new customers.

Keywords: *Performance, Importance Performance Analysis (IPA), Bank's Service, Customers Satisfaction, Bandar Jaya*