

TINGKAT KEPUASAN NASABAH BANK SYARIAH INDONESIA DALAM PENGGUNAAN BSI *MOBILE*

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ABSTRAK

Laporan tugas akhir ini bertujuan untuk mengetahui tingkat kepuasan nasabah dalam penggunaan aplikasi *BSI Mobile*. Pengumpulan data melalui kuesioner dengan jumlah sampel 44 responden yang merupakan nasabah Pengguna *BSI Mobile* pada BSI cabang KFF Kanwil Kemenag. Analisis yang dilakukan dengan menggunakan metode *Customer Satisfaction Index (CSI)* dan *Importance-Performance Analysis (IPA)* untuk mengukur tingkat kepuasan pelanggan. Hasil dari penilaian *Customer Satisfaction Index (CSI)* sejumlah 78,52% yang mengartikan nasabah **Puas** dan nilai *Importance-Performance Analysis (IPA)* sejumlah 89% yang mengartikan kinerja kurang memenuhi harapan.

Kata Kunci : Kepuasan Nasabah, *CSI*, *IPA*.

BANK SYARIAH INDONESIA CUSTOMER SATISFACTION LEVEL IN USE OF BSI MOBILE

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ABSTRACT

This final assignment report aims to determine the level of customer satisfaction with using the BSI Mobile application. Data was collected through a questionnaire with a sample size of 44 respondents who were BSI Mobile user customers at the BSI branch of the KFF Regional Office of the Ministry of Religion. The analysis was carried out using the Customer Satisfaction Index (CSI) and Importance-Performance Analysis (IPA) methods to measure the level of customer satisfaction. The results of the Customer Satisfaction Index (CSI) assessment were 78.52%, which means satisfied customers, and the Importance-Performance Analysis (IPA) value was 89%, which means performance did not meet expectations.

Keyword : Customer Satisfaction, CSI, IPA.