

ABSTRACT

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Title : Hubungan Layanan Informasi *Customer Service* dengan Kepuasan Pelanggan PT Bank Amar Indonesia Cabang Thamrin.
Number of pages : 56 pages
Number of Books : 22 Book, Years 1995 – 2015
Keywords : Information Service, Relation, Customer Satisfaction

This study aims to determine the relationship of information services with customer satisfaction PT Bank Amar Indonesia Branch Thamrin. This study uses a quantitative approach with the aim of descriptive correlational research, the method used is a survey and data collection techniques using a questionnaire. The results showed that the majority (47.9%) of respondents were 21-29 years old, the majority (84%) of respondents were private sector employees, and the majority (68%) of respondents were female. Some (50%) of respondents gave a good evaluation of PT Thamrin's branch of PT Bank Amar Indonesia customer service information. More than half (54%) of respondents considered satisfied with the customer service satisfaction of PT Bank Amar Indonesia, Thamrin Branch. The results showed that there was a significant relationship between Information Services and PT Bank Amar Indonesia Customer Satisfaction Branch Thamrin, based on the calculation results associated with research variables, namely information services, indicating that customer satisfaction is related to information services, based on a significance value of 0.661. H_a accepted, H_0 refused. Suggestions for this study are banking customer service services should conduct training and evaluation of service quality to improve customer service information services to customers.