

ABSTRACT

In the era of globalization and computerization, customer satisfaction is no longer the option for a business, but an absolute requirement which shall be owned by companies that want to excel in business competition. Company tried in every way so that customers become loyal buyers. Call Center is a telephone service that serves as a customer service where customers call to obtain the services of call center staff to meet requirements. The banking industry is a service industry whose success is largely determined the quality of services provided to its customers, either through a walk-in centers and call centers. For that, quantitative research is conducted to determine the level of customer satisfaction and the dimensions of call center in order to improve the quality of services.

This study was descriptive and performed using a field study using samples from customers in the last three months which ever phone call center from Bank Bukopin. The number of samples was 100 people. From these results, it was found that the dimension of service that becomes the main priority is customer responsiveness, accessibility and reliability. Level of customer satisfaction towards the service call center has been good, but not excellent, so that should be improved especially in the dimension of convenience services to be contacted, product information and resolving complaints. In accordance with the level of satisfaction more and more loyal and satisfied customers as well as promotion of oral high preference is increasing.

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