

ABSTRAK

Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh implementasi pelayanan prima dengan konsep dasar A6 dalam upaya peningkatan kualitas layanan pada karyawan bagian *teller* dan *customer service* PT Bank DKI Klaster Walikota Jakarta Barat. Menggunakan sample jenuh dengan jumlah 66 orang karyawan, analisis kuantitatif dengan metode pengumpulan kuesioner. *Structural Equation Model* (SEM) – *Partial Least Square* (PLS) digunakan sebagai metode analisis dan Smart – PLS digunakan sebagai alat analisis. Hasil penelitian, Sikap, Perhatian, Tindakan, Kemampuan, Penampilan dan Tanggung Jawab berpengaruh positif signifikan terhadap kualitas layanan,

Kata Kunci: Sikap, Perhatian, Tindakan, Kemampuan, Penampilan, Tanggung Jawab, Kualitas Layanan



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ABSTRACT

This study aims to examine and analyze the effect of the implementing service excellence with basic concept of A6 in an effort to improve service quality for teller and customer service employee at PT Bank DKI Cluster Mayor of West Jakarta. Using a saturated sample with a total of 66 employees, the analysis is quantitative using a questionnaire collection method. Structural Equation Model (SEM) – Partial Least Square (PLS) was used an analytical method and Smart-PLS was used as an analytical tool. The results of the study, Attitude, Attention, Action, Ability, Appearance, Accountability has a significant positive effect on Service Quality

Keywords: Attitude, Attention, Action, Ability, Appearance, Accountability, Service Quality

