

**Determinants of Customer Satisfaction in Retail Banking**

**(at Customer Bank in Solo, Central Java)**

**THESIS**

**To achieve Management Degree of Economics and Business**

**Faculty**



**Organized by:**

**Agung Ari Wibowo**

**B100112008**

**FACULTY OF ECONOMICS AND BUSINESS**

**DUAL DEGREE MANAGEMENT PROGRAM**

**MUHAMMADIYAH UNIVERSITY OF SURAKARTA**

**2015**

## INAUGURATION

Hereby the supervisors of management international class testify for thesis  
with entitled:

### **Determinants of Customer Satisfaction in Retail Banking (at Customer Banks in Solo, Central Java)**

Written by

AGUNG ARI WIBOWO

B100112008

The signatures is mark that the thesis can be accepted

Surakarta, June 12<sup>th</sup> 2015

Thesis Supervisor 1

(Dr. Anton Agus Setyawan, M.Si)

Thesis Supervisor 2

(Soepatini, M.Si. Ph. D)

Witnessed by

Dean of Economics and Business Faculty

Muhammadiyah University of Surakarta



(Dr. Triyono, M.Si)

## ORIGINALITY STATEMENT OF THESIS

I hereby AGUNG ARI WIBOWO, stated that thesis with entitled:

**“Determinants of Customer Satisfaction in Retail Banking” (at Customer Banks in Solo, Central Java)** is

original of mine. I certify that, to the best of my knowledge, my thesis does not infringe upon anyone’s copyright nor violate any proprietary rights. Ideas, techniques, quotations, or any other material from the work of other people included in my thesis, published or otherwise, are fully acknowledged in accordance with the standard referencing practices.

I declare that this is a true copy of my thesis, including any final revisions, as approved by my thesis committee and the Graduate Studies office, and that this thesis has not been submitted for a higher degree to any other University or Institution. When later proved that I do an act of copying or imitating the writing of others as if the ideas of my own, mean degree and diploma awarded by a university that has been canceled I receive.

Surakarta, June 12<sup>th</sup> 2015

Statement maker



(AGUNG ARI WIBOWO)

## MOTTO AND DEDICATION

### MOTTO

1. If we have efforts, ALLAH SWT will give the way for us.
2. What action that doesn't cause a risk? When you know the answer, be cautious in action.
3. There is time frame to change, because anytime is good time to change.
4. What was happened, what is happening, and what will happen to human, trust that there is God who has the biggest authority of it all.
5. Success is a process. Intention is the beginning of success. Sweat is perfume. Drop of water is the color of your eyes. Prayers and the prayers of the people around you are embers and maturity. Failures at every step are preserved. Therefore, be patient! God is always with those who patiently in the process towards success. Indeed patience will make you understand how to appreciate the meaning of success.
6. عَلَيْهِ مَتَق (رَعِيَّتِهِ عَنْ مَسْئُولٍ وَكُلُّكُمْ رَاعٍ كُلُّكُمْ  
Artinya: “Kamu sekalian adalah pemimpin dan akan dimintai pertanggung jawabannya mengenai orang yang dipimpinnya. (H.R. Bukhari Muslim).
7. “Hai orang-orang yang beriman, Jadikanlah sabar dan shalatmu Sebagai penolongmu, sesungguhnya Allah beserta orang-orang yang sabar” (Al-Baqarah: 153).

## **DEDICATION**

In the name of Allah the Most Compassionate and Most Merciful, this  
thesis to utter:

1. Verily all praise only to Allah, we praise Him, pleading for help and for mercy to him. And we seek refuge in Allah from the evils of our souls and our ugliness charitable deeds. Whoever is given instructions by Allah, none of which can be misleading, and whoever misled by Allah, then none could give Him instructions.
2. My dearest and the most extraordinary parents who are the most beautiful blessing from God along my life. My father (Suyat) and my mother (Sulasmi), thanks a lot for your pray, your sacrifices, great attention, love, and all of meaningful thing that you gave to me.
3. My lovely sister (Sri Fitry Yanti) and my brother (Agus Dwi Yanto) thank you so much for your supports and your love.
4. My beloved big family, my great grandma/grandpa, thank a bunch for all of that you have given to me, wish God gives as good as one gets.
5. My beloved classmates 2011 (Henry Susanto, Rifat Verlila Ponto, Saskia Luftiara Prastatia, Niki Galih Wigati, Nunki Rathi Susilo, Choirul Anam, Enggar Damayanti, and Yo Tendy Pratama ) thanks for the togetherness, convenience, laughter, happy and sad that we have been through almost four years.

6. All of my unforgettable friends in international boarding school K.H Mas Mansur and also my friends in Palembang, thanks a lot guys, you gave me so much experiences.
7. My green college and alma mater.

## **PREFACE**

Alhamdulillah to Allah SWT and thanksgiving for the gifts and graces bestowed on him, so that I can finish my final project with the title ”**Determinants of Customer Satisfaction in Retail Banking”(Case Study at Customer Banks in Solo, Central Java)”**. Preparation of this paper is intended to comply with one graduated at the Faculty of Economics and Business Management Muhammadiyah University of Surakarta.

In this writing my thesis, the author does not in spite of various obstacles.

To the authors would like to express my gratitude to:

1. Prof. Bambang Setiaji as Rector of Muhammadiyah University of Surakarta.
2. Dr. Triyono, M.Si as Dean of Economics and Business Faculty Muhammadiyah University of Surakarta.
3. Dr. Anton Agus Setyawan, M.Si as first supervisor, who has given free time, correction, enlightenment, advice, patience and feedback from the beginning of making until the end of thesis.
4. Soepatini, M.Si. Phd as second supervisor, thank for the help, free time, advice, feedback and checking grammatical.
5. The whole lecturers and teaching staff of the Faculty of Economics and Business who has given taught, attention, friendliness, patience, and

guidance to the author and all students of the Economics and Business Faculty, Muhammadiyah University of Surakarta.

6. All employees at the Economics and Business Faculty, Muhammadiyah University of Surakarta for the help, advices, and encouragement in sharing joy and sorrow while on campus beloved.
7. Respondents who had given time to fill out the questionnaire.
8. All of my beloved friends, thanks for the friendship.

The author realizes that this thesis has many flaws so I expected suggestions, and construct feedback, which is useful for the perfection of this thesis in future.

In conclusion, author hope this thesis writing is beneficial for all.

Surakarta, June 12<sup>th</sup> 2015



(AGUNG ARI WIBOWO)



## BRIEF CONTENTS

TITLE OF PAGE .....	i
INAUGURATION PAGE .....	ii
ORIGINALITY STATEMENT OF THESIS .....	iii
MOTTO .....	iv
DEDICATION .....	v
PREFACE .....	vii
ABSTRACT .....	xii
<b>CHAPTER I INTRODUCTION.....</b>	<b>1</b>
A. Background .....	2
B. Research Problems .....	3
C. Purpose of the Study .....	3
D. Benefits of Research .....	3
<b>CHAPTER II LITERATURE REVIEW .....</b>	<b>4</b>
A. Service Quality and Hypothesis .....	4
B. Service Feature and Hypothesis .....	8
C. Customer Satisfaction .....	10
D. Future Intention.....	12
E. Research Framework.....	13
<b>CHAPTER III RESEARCH METHODS.....</b>	<b>14</b>
A. Population, Sample and Sampling Technique .....	14
B. Operational Definition .....	16
C. Testing Instrument .....	18

D. Hypothesis Testing Technique.....	20
<b>CHAPTER 1V RESULTS AND DISCUSSION.....</b>	<b>23</b>
A. Results.....	23
1. Overview of Respondents and Characteristic of Banks.....	23
B. Testing Instrument .....	26
1. Validity Test.....	26
2. Reliability Test.....	28
C. Research Finding.....	30
1. Descriptive Variables Analysis .....	30
1.1. Service Quality.....	30
1.2. Service Feature.....	30
1.3. Customer Satisfaction .....	31
2. Hypothesis Test.....	31
2.1. Multiple Regression Model.....	31
2.2. F Test.....	32
2.3. R Square .....	33
2.4. T Test .....	33
D. Discussion of Result.....	34
<b>CHAPTER V CONCLUSION AND RECOMMENDATION.....</b>	<b>36</b>
A. Conclusion .....	36
B. Implication .....	36
C. Limitation.....	37
D. Recommendation.....	38

REFERENCES .....	39
LIST OF APPENDIXS .....	46
Appendix A (Questionnaires) .....	47
Appendix B (List of Tables) .....	54

## ABSTRACT

Various businesses competing to seize the banking market by way of satisfying customers. So also with the banks in Solo, Central Java, will be more independent and focused to meet the needs of customers in order to achieve customer satisfaction. In this study the authors use the service quality and service features as independent variables that will be investigated how they affect customer satisfaction. This study was conducted by questionnaire to 100 customer banks in Solo, Central Java, using accidental sampling method is used to determine the questionnaire respondents to each variable. Data that already through validity test, reliability test being research and result this multiples regression equation:

$$Y = 0,262X_1 + 0,162X_2$$

Where (Y) is the customer satisfaction variables, (X1) is service quality, (X2) is service feature. Hypothesis testing using the t-test indicates that the two independent variables found to significantly influence the satisfaction dependent variable, then using F-test can be known that the two variables are well deserved to test the customer satisfaction dependent variable. The R square value 0.518 showed that 51.80 percent of customer satisfaction variation can be explained by the two independent variables in the regression equation, while the rest of 48.20 percent is explained by other variables outside of the two variables used in this study.

Keywords: *service quality, service features, customer satisfaction.*

---