



**ABSTRAK**

**ANALISIS KEPUASAN NASABAH TERHADAP PELAYANAN JASA  
KREDIT**

**Studi Kasus : PT.BPR Mlati Pundi Artha Jalan Magelang Km. 8,5 No. 27  
Mlati Yogyakarta**

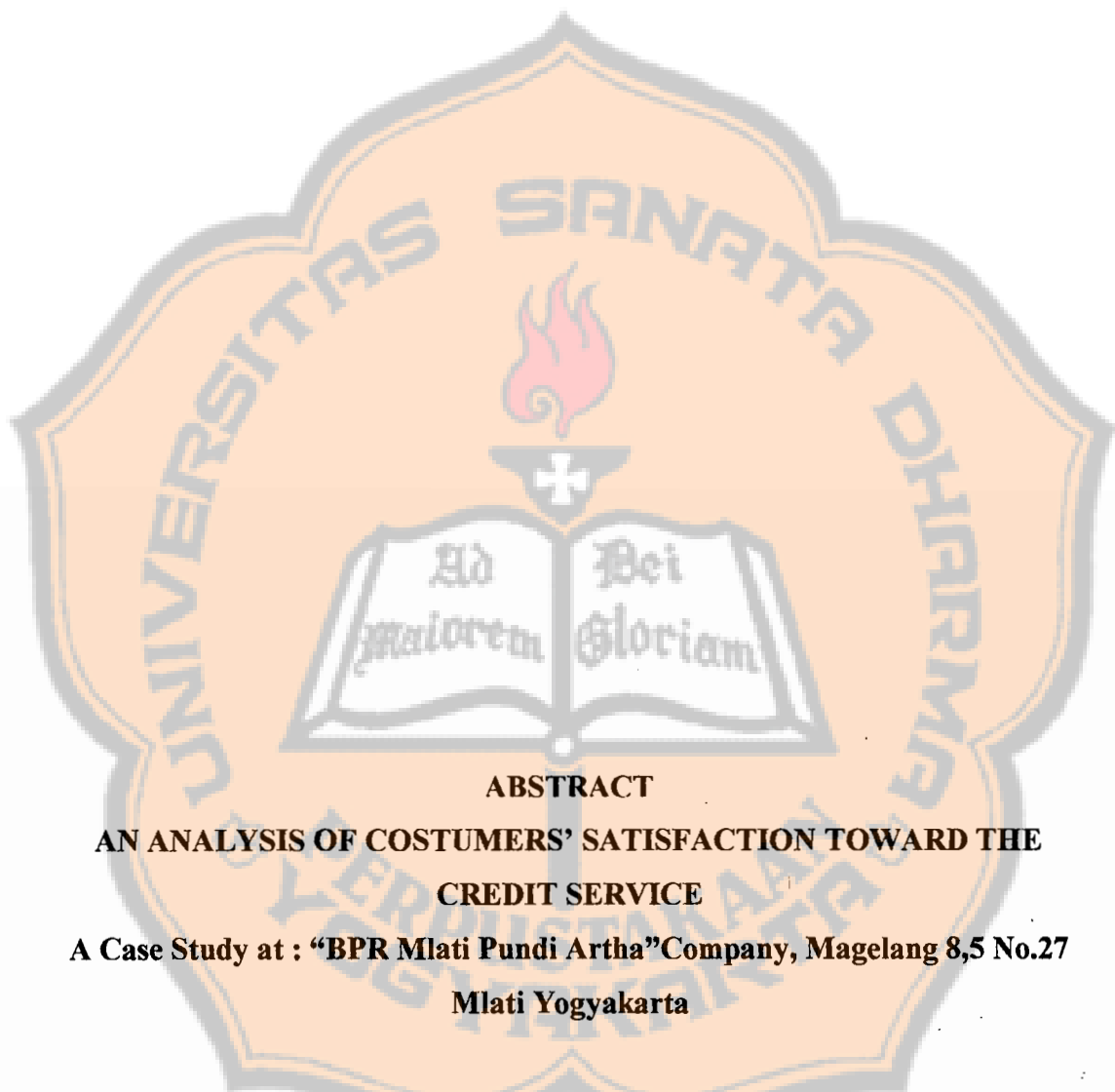
Denny Karnia Atikasari

001334135

Universitas Sanata Dharma  
Yogyakarta

Tujuan penelitian ini adalah untuk mengetahui : (1) karakteristik nasabah PT.BPR Mlati Pundi Artha, (2) dimensi kualitas pelayanan jasa yang paling berpengaruh terhadap kepuasan nasabah, (3) tingkat kepuasan nasabah terhadap pelayanan jasa kredit, (4) ada tidaknya perbedaan kepuasan nasabah terhadap pelayanan jasa kredit ditinjau dari karakteristik jenis kelamin, tingkat pendidikan dan jenis pekerjaan. Penelitian studi kasus ini dilakukan pada PT.BPR Mlati Pundi Artha Jalan Magelang Km.8,5 No.27 Mlati Yogyakarta pada bulan November 2004-Januari 2005.

Populasi dalam penelitian ini adalah seluruh nasabah yang mengambil



**ABSTRACT**

**AN ANALYSIS OF COSTUMERS' SATISFACTION TOWARD THE  
CREDIT SERVICE**

**A Case Study at : "BPR Mlati Pundi Artha" Company, Magelang 8,5 No.27  
Mlati Yogyakarta**

Denny Karnia Atikasari

001334135

Sanata Dharma University  
Yogyakarta

The objectives of this research were to know (1) costumers' characteristics of "BPR Mlati Pundi Artha" company, (2) the dimensions of service quality which were considered as the most influenced factor of costumers' satisfaction, (3) the level of satisfaction of the costumers toward "BPR Mlati Pundi Artha" credit services, (4) the differences of costumers' satisfaction in quality credit service viewed from sex, educational level, and kinds of jobs. This case study was conducted at "BPR Mlati Pundi Artha" company, jalan Magelang Km.8,5 No.27, Yogyakarta.

The population of this research was all of costumers who took credit at "BPR Mlati Pundi Artha" company from November 2004 to January 2005 approximately 860 people. A number of the samples were 100 costumers that