ABSTRACT

FENDY SUHERWAN. Strategy Analysis and Development of Forex Customer Satisfaction, in the Treasury Division of XYZ Bank Jakarta. Supervised by RIZAL SYARIEF and NORA H. PANDJAITAN.

Nowadays, every country has export-import activities. In export-import activities, the payment was done using one of the foreign currency that generally recognized and accepted. Bank as one of the financial institutions offers foreign currency exchange services and sees the export-import activities as a business opportunity. To increase its transaction activities, banks are trying to improve the customers services qualities. To improve their services, banks need to identify their customers characteristics, their needs and their satisfactions. The objectives of this study were to determine the characteristics of XYZ Bank customer in forex transactions, to analyze customer satisfaction levels and to make appropriate strategies to improve services. Methods to be used was descriptive qualitative method, to analyze the characteristics of customers. To analyze customers satisfaction was used customer satisfaction index (CSI) and the Cartesian diagram in importance performance analysis (IPA) method was used to determine improvement service strategy. The result showed that from 80 respondents, 46% aged between 40-50 years and 25% aged about 50 to 60 years, 48% were bachelor and mostly had business in plantation sector. Customer satisfaction levels was 71.53% based on CSI. Analysis by IPA method to the determine service improvement strategy showed that the first priority to be repair were price of buying and selling foreign exchange, regular price information and price fluctuation prediction. These three parameters were located in quadrant A Cartesian diagram. It meanted that all three parameters had a high interest but their performance remained lower than customers expectations.

Key words: customer satisfaction, foreign exchange, performance, service