

# ANALISIS DIMENSI *SERVICE ENCOUNTER* PADA BANK RAKYAT INDONESIA (BRI) KANTOR CABANG GOMBONG

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## Abstrak

Penelitian ini bertujuan untuk menganalisis dimension *service encounter* pada Bank Rakyat Indonesia (BRI) Kantor Cabang Gombong. Sampel dalam penelitian ini adalah nasabah di Bank Rakyat Indonesia (BRI) Kantor Cabang Gombong dengan jumlah sampel sebanyak 100. Teknik pengambilan sampel menggunakan *purposive sampling*, dimana penentuan sampel berdasarkan pertimbangan dan karakteristik tertentu. Pengumpulan data dilakukan dengan keusioner pada skala *likert* 5 poin dan diuji menggunakan validitas dan reliabilitas. Teknik analisis yang digunakan adalah *arithmetic mean*. Hasil penelitian ini menunjukkan dimensi *service encounter* yang terdiri dari *adaptability*, *coping*, *spontaneity*, dan *recovery* menyatakan bahwa penyampaian jasa yang dilakukan di Bank Rakyat Indonesia (BRI) Kantor Cabang Gombong berjalan dengan responsive, baik, cepat, ramah, dan bijaksana.

**Kata Kunci:** *Dimensi Service Encounter*

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***DIMENSIONAL ANALYSIS OF ENCOUNTER SERVICE AT BANK  
RAKYAT INDONESIA (BRI) BRANCH OFFICE  
GOMBONG***

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***Abstract***

*This study aims to analyze the dimension of service encounter at Bank Rakyat Indonesia (BRI) Gombong branch office. The sample in this study were customers at Bank Rakyat Indonesia (BRI) Gombong branch office with a total sample of 100. The sampling technique used was purposive sampling, where the determination of the sample was based on certain considerations and characteristics. Data collection was carried out using a questionnaire on a 5 point Likert scale and tested using validity and reliability. The analysis technique used is the arithmetic mean. The results of this study indicate that the service encounter dimension consisting of adaptability, coping, spontaneity, and recovery states that the delivery of services carried out at the Bank Rakyat Indonesia (BRI) Gombong branch office is responsive, kind, fast, friendly, and wise.*

***Keywords:*** *Service Encounter Dimensions*