

ANALISIS *CUSTOMER EXPERIENCE* PADA PT BANK PEMBANGUNAN DAERAH PAPUA KANTOR CABANG YOGYAKARTA

Riyan Fadriansyah

Abstrak

Penelitian ini bertujuan untuk menganalisis *customer experience* pada PT BPD Papua KC Yogyakarta. *Customer experience* dengan 14 (empat belas) indikator; *servicescape*, *core service*, *customization*, *value addition*, *convenience*, *marketing mix*, *employees*, *speed*, *service process*, *customer interaction*, *presence of other customer*, *online aesthetic*, *online hedonic elements*, dan *online functional elements*. Penelitian ini menggunakan metode deskriptif kuantitatif. Data primer bersumber dari jawaban kuesioner nasabah. Teknik pengambilan sampel yang digunakan dalam penelitian ini menggunakan teknik *non probability sampling* sejumlah 74 responden. Berdasarkan hasil penelitian secara keseluruhan, variabel *customer experience* memiliki rata-rata hitung sebesar 3,23 yang termasuk kategori setuju. Berdasarkan hasil penelitian, nilai rata-rata hitung tertinggi pada indikator *employees* (karyawan) sebesar 3,38 termasuk kategori sangat setuju, dan nilai rata-rata hitung paling rendah pada indikator *customization* (kustomisasi) dan *online hedonic elements* (unsur hedonis daring) yang memiliki nilai rata-rata sama yaitu sebesar 3,09 termasuk kategori setuju.

Kata Kunci: *Customer Experience*

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Abstract

This research aims to analyze the customer experience at PT BPD Papua KC Yogyakarta. Customer experience is determined by 14 (fourteen) indicators; servicescave, core service, customization, value addition, convenience, marketing mix, employees, speed, service process, customer interaction, presence of other customers, online aesthetics, online hedonic elements, and online functional elements. This research uses quantitative descriptive methods. Primary data comes from customer questionnaire answers. The sampling technique used in this research was a non-probability sampling technique of 74 respondents. Based on the overall research results, the customer experience variable has a calculated average of 3.23 which is included in the agree category. Based on the research results, the highest calculated average value for the employees indicator is 3.38 which is included in the strongly agree category, and the lowest calculated average value is for the customization and online hedonic elements indicators which has the same average value of 3.09 which is included in the agree category.

Keyword: *Customer Experience*