

**CUSTOMER PERSPECTIVE AND SERVICE QUALITY ON INTERNET BANKING USING
SERVQUAL FRAMEWORK**

By

Arief Kusuma
Student ID: 2-2014-206

MASTER'S DEGREE
in
INFORMATION TECHNOLOGY
FACULTY OF ENGINEERING AND INFORMATION TECHNOLOGY



SWISS GERMAN UNIVERSITY
EduTown BSD City
Tangerang 15339
Indonesia

January 2016

STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

Arief Kusuma

Student

Date

Approved by:

Dr. Ir. Gembong Baskoro, M.sc.

Thesis Advisor

Date

Dr. Mohammad A. Amin Soetomo, M.Sc.

Thesis Co-Advisor

Date



ABSTRACT

CUSTOMER PERSPECTIVE AND SERVICE QUALITY ON INTERNET BANKING USING SERVQUAL FRAMEWORK

By

Arief Kusuma

Dr. Ir. Gembong Baskoro, M.sc., Advisor

Dr. Mohammad A.Amin Soetomo M.Sc., Co-Advisor

SWISS GERMAN UNIVERISTY

Extensive studies have been done in the past on measuring service quality where the service is delivered on a face-to-face encounter. This study assesses and measures online service quality where there is no face-to-face encounter. The service quality measures are particularly on Internet Banking service. The research problem has been stated as the lack of insight into customer perceptions on Internet Banking service quality in Indonesia banks.

The purpose of this research is to explore customers' perceptions on key electronic service dimensions or factors of Internet Banking service quality. The primary objective of this research is to focus on Gap 5: The discrepancy between customer expectations and their perceptions of the service delivered.

The research involved collecting primary data through a structured survey questioning which was followed by statistical analysis of the data. The objective was to generalise about online banking customers' perceptions on the quality of Internet Banking service. To collect primary data the survey questionnaire method was used. In essence, the combination of the quantitative approach and the survey method was utilised in this research.

The findings and conclusion of the study is that the overall respondents' perception on Internet Banking service quality was a satisfactory one. Lastly there were five dimensions that the respondents evaluated Internet Banking service quality on, that of efficiency, performance, security, responsiveness and contact.

Keywords: SERVQUAL, Internet Banking, IB Service Quality, Customer Perceptions, Customer Satisfactions



© Copyright 2016
By Arief Kusuma
All rights reserved



SWISS GERMAN UNIVERSITY

DEDICATION

I dedicate this works for the future of the country I loved: Indonesia



ACKNOWLEDGEMENTS

I wish to thank the members of my committee for their support, patience and good humor. Their gentle but firm direction has been most appreciated. Dr. Ir. Gembong Baskoro, M.Sc., Thesis Advisor was particularly helpful in guiding me toward SERVQUAL methodology, to make it simple so I can keep doing it. Dr. Mohammad A. Amin Soetomo, M.Sc. Co-advisories' interest in sense of competence was the impetus for my proposal.

Finally, I would like to thank again Dr. Ir. Mohammad. A. Amin Soetomo, M.Sc. From the beginning, he had confidence in my abilities to complete this Master program. I have found my coursework throughout the Curriculum and Instruction program to be stimulating and thoughtful, providing me with the tools with which to explore both past and present ideas and issues.

I am also thankful for my class mates batch 15, who always support for each other. My lovely family members; Zita, Mirza, Arzi, Riza and Nisa, friends who always encourage and supporting through this master's program.

SWISS GERMAN UNIVERSITY

TABLE OF CONTENTS

STATEMENT BY THE AUTHOR	1
DEDICATION	5
ACKNOWLEDGEMENTS	6
1. CHAPTER 1- INTRODUCTION.....	10
1.1. Background.....	10
1.2. Research Problems.....	12
1.3. Research Objectives	12
1.4. Significance of Study.....	12
1.5. Research Questions.....	12
1.6. Hypothesis.....	13
1.7. Research Methods	13
2. CHAPTER 2- LITERATURE REVIEW	14
2.1. Service Quality in Banking	14
2.2. SERVQUAL	14
2.3. Customer Satisfaction	15
2.4. Internet Banking Services and Customer Attitudes.....	17
3. CHAPTER 3- RESEARCH METHODS	19
3.1. Research Introduction.....	19
3.2. Identification of problems	20
3.3. Study of literature.....	21
3.4. Formulation of the problem	21
3.5. Collecting and Processing Data.....	21
3.5.1 Data Collection	21
3.5.2 Data Processing.....	21
4. CHAPTER 4 - RESEARCH RESULTS AND DISCUSSIONS.....	22
4.1. Research Introduction.....	22
4.2. Missing Data.....	22
4.3. Descriptive Statistics	23
4.4. GAP Analysis of Electronic Banking Service Quality	29
4.5. Customer Satisfaction Index (CSI)	34
4.6. Limitations to the research	35
4.7. Discussions	35
5. CHAPTER 5 - CONCLUSIONS AND RECOMMENDATIONS	37
5.1. Summary of research objectives and major findings.....	37
5.2. Recommendations	38
5.3. Suggestion for further study	38
GLOSSARY.....	40
REFERENCES.....	46
CURRICULUM VITAE.....	49