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| **No. Quest** |
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**Premium Mitra Ekeselen**

**BARCODE**

Jl. abc No 123

Jakarta

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| **PROJECT XYZ: SURVEI KEPUASAN NASABAH PERBANKAN** |
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| **Pengantar** |  | **Tanda Tangan Responden** |
| Selamat pagi/siang/sore. Nama saya\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ interviewer dari Premium Mitra Ekselen perusahaan penelitian pemasaran di Jakarta yang melakukan berbagai macam survey. Saat ini kami sedang melakukan penelitian pada masyarakat tentang produk perbankan. Dapatkah Anda meluangkan waktu untuk menjawab pertanyaan-pertanyaan saya? Dapatkah Anda meluangkan waktu untuk menjawab pertanyaan-pertanyaan saya? Ya 1 **LANJUTKAN INTERVIEW** Tidak 2 **STOP INTERVIEW** |  |  |
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| **DATA RESPONDEN** |
| Nama Responden |  |  |
| Alamat Lengkap |  |  |
| No Telepon Responden |  |  |
| Perusahaan |  |  |
| Alamat Perusahaan |  |  |
| Tanggal Interview |  |  / / 2021 Jam Mulai : Jam Selesai: |
| Akun Sosial Media |  | Facebook: Twitter: @ |

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| Quality Control | Nama | Tanggal | Paraf | Keterangan |
| Interviewer  |  |   |  |  |
| Witness  |  |  |  |  |
| Spv. Check I |  |  |  |  |
| Recall |  |  |  |  |
| Coder |  |  |  |  |

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| **Kota Survei**  | **Kode** | **Brand X** | **Brand A** | **Brand B** |  | **Metode Rekrutmen**  | **Kode**  |
| Jakarta  | 1 | 200 | 100 | 100 |  | Appointment / List  | 1 |
| Bodetabek | 2 | 100 | 75 | 75 |  | Branch Intercept  | 2 |
| Bandung  | 3 | 100 | 30 | 30 |  | Booster  | 3 |
| Semarang  | 4 | 100 | 30 | 30 |  |  |  |
| Surabaya | 5 | 150 | 30 | 30 |  | **Brand Panel** | **Kode**  |
| Medan | 6 | 125 | 30 | 30 |  | Brand X | 1 |
| Makassar | 7 | 100 | 30 | 30 |  | Brand A | 2 |
| **Total**  |  | **875** | **325** | **325** |  | Brand B | 3 |

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##  SCREENER

SS1. Dari daftar berikut ini, adakah salah satu anggota keluarga Anda bekerja dalam bidang – bidang sebagai berikut? (**BACAKAN SATU PER SATU**)

Perusahaan penelitian pemasaran 1 **STOP**

Perusahaan periklanan / humas / event organizer 2 **STOP**

Perusahaan media massa (TV, radio, majalah, koran) 3 **STOP**

Perusahaan perbankan 4 **STOP**

 Tidak satupun dari pilihan di atas 99 **LANJUTKAN**

SS2

  **STOP**4156

6507

5158

59**STOP**

36 – 40 tahun 5

SS3

 Dibawah SMA **STOP**

SS4

SS5

SS6

SS7

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##  BRAND AWARENESS

BA1. Berbicara mengenai perbankan, bank mana sajakah yang pernah Anda tahu, dengar, atau gunakan? (**S**)

BA2. (**SHOW CARD**) Selain …. (**BACAKAN JAWABAN RESPONDEN DI BA1**), bank mana sajakah yang pernah Anda tahu, dengar, atau gunakan? (**Bisa M**)

BA3. (**SHOW CARD**) Selain …. (**BACAKAN JAWABAN RESPONDEN DI BA1 DAN BA2**), dari kartu bantu berikut ini, bank mana sajakah yang pernah Anda tahu, dengar, atau gunakan? (**Bisa M**)

BA4. (**SHOW CARD**) Darimanakah Anda mengetahui keberadaan mengenai bank ….. (**BACAKAN JAWABAN RESPONDEN DI BA1, BA2, DAN BA3**)? (**Bisa M**)

 Surat kabar 1 Twitter 9

 Majalah 2 Youtube 10

 Email 3 Instagram 11

 Radio 4 Iklan di Kereta Api 12

 Billboard 5 Lainnya, **SEBUTKAN** \_\_\_\_\_\_\_\_\_\_

 SMS 6

 Website perusahaan 7

 Facebook 8

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| **Pilihan Bank** | **A1. Top Of Mind Awareness** | **A2. Spontaneous Awareness** | **A3. Stimulated Awareness** | **A4. Source of Awareness** |
| Bank Danamon  | 1 | 1 | 1 |  |
| Bank Mandiri  | 2 | 2 | 2 |  |
| Bank Central Asia (BCA) | 3 | 3 | 3 |  |
| Bank Rakyat Indonesia (BRI) | 4 | 4 | 4 |  |
| Bank Negara Indonesia 1946 (BNI 46) | 5 | 5 | 5 |  |
| Bank International Indonesia  | 6 | 6 | 6 |  |
| Bank Jawa Barat Banten  | 7 | 7 | 7 |  |
| Bank CIMB Niaga/Lippo | 8 | 8 | 8 |  |
| Bank Panin  | 8 | 8 | 8 |  |
| Bank Permata | 9 | 9 | 9 |  |
| Lainnya, **SEBUTKAN \_\_\_\_\_\_\_\_** |  |  |  |  |

## PERILAKU MENGGUNAKAN PRODUK PERBANKAN

A1. (**SHOW CARD**) Berbicara mengenai produk perbankan, seperti tabungan, bank apa sajakah yang Anda gunakan untuk bertransaksi dalam 3 bulan terakhir? (**Bisa M**)

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A2. Berapa produk (misalnya rekening tabungan, tabungan berjangka,pinjaman, dll) yang Anda miliki? (**BACAKAN JAWABAN RESPONDEN DI A1**)

A3. (**SHOW CARD**) Dalam 3 bulan terakhir, dari …. (**BACAKAN JAWABAN RESPONDEN DI A1**), di bank manakah yang paling sering Anda gunakan untuk betransaksi menabung? (S)

A4. (**SHOW CARD**) Selama 3 bulan terakhir, apakah Anda meningkatkan, menurunkan atau tidak merubah jumlah total tabungan dan investasi yang Anda miliki di … (**BACAKAN JAWABAN RESPONDEN DI A2**)? (**S**)

 Meningkat banyak 5 Menurun sedikit 2

 Meningkat sedikit 4 Menurun banyak 1

 Tetap sama 3

| **Pilihan Bank** | **A1. Rekening bank yang dimiliki** | **A2. Jumlah produk** | **A3. Rekening Bank yang Paling Sering Digunakan** |
| --- | --- | --- | --- |
| Bank Danamon  | 1 |  |  |
| Bank Mandiri  | 2 |  |  |
| Bank Central Asia (BCA) | 3 |  |  |
| Bank Rakyat Indonesia (BRI) | 4 |  |  |
| Bank Negara Indonesia 1946 (BNI 46) | 5 |  |  |
| Bank International Indonesia  | 6 |  |  |
| Bank Jawa Barat Banten  | 7 |  |  |
| Bank CIMB Niaga/Lippo | 8 |  |  |
| Bank Panin  | 8 |  |  |
| Bank Permata | 9 |  |  |
| Lainnya, **SEBUTKAN \_\_\_\_\_\_\_\_** |  |  |  |

A5. Dalam 3 bulan terakhir, apakah Anda secara pribadi mengunjungi …. (**BACAKAN JAWABAN RESPONDEN DI A2**)? (**S**)

 Ya 1

 Tidak 2

A6. (**SHOW CARD**) Dalam 3 bulan terakhir, seberapa seringkah Anda mengunjungi …. (**BACAKAN JAWABAN RESPONDEN DI A2**)? (**S**)

 Lebih dari 3 kali dalam seminggu 1

 Antara 2-3 kali seminggu 2

 Seminggu sekali 3

 Antara 2-3 kali dalam sebulan 4

 Sebulan sekali 5

 Kurang dari sebulan sekali 6

 Tidak ingat / tidak tahu 7

A7. (**SHOW CARD**) Apakah tujuan Anda dalam mengunjungi …. (**BACAKAN JAWABAN RESPONDEN DI A2**)? (**Bisa M**)

 Menyetor atau mengambil uang 1

 Mencairkan cek 2

 Mencetak buku tabungan 3

 Transfer dana 4

 Membuka atau enutup rekening tabungan / giro 5

 Membuka atau enutup rekening deposito berjangka 6

 Bertanya mengenai rekening tabungan / giro / deposito berjangka 7

 (mis. saldo tabungan laporan bulanan, transfer dana, dll)

 Meminta buku cek/buku tabungan yang baru 8

 Mengajukan aplikasi ATM 9

 Membayar tagihan 10

 Lainnya, **SEBUTKAN** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

A7. (**SHOW CARD**) Dari daftar berikut ini, siapa sajakah petugas …. (**BACAKAN JAWABAN RESPONDEN DI A2**) yang berinteraksi dengan Anda? (**Bisa M**)

 Teller 1 Marketing Officer 5

 Customer Services 2 Tidak ada 99

 Security 3 Lainnya, **SEBUTKAN** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

 Guest Relation Officer 4

## EVALUASI KEPUASAN NASABAH

B1. (**SHOW CARD**) Berikut ini saya akan menanyakan tingkat kepentingan setiap aspek pelayanan dari bank ….. (**BACAKAN JAWABAN RESPONDEN DI A2**). Anda dapat menggunakan skala tingkat kepentingan 1-5 dimana 1 artinya “Sangat Tidak Penting” dan 5 artinya “Sangat Penting”.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Sangat Tidak Penting** | **Tidak Penting** | **Cukup Penting** | **Penting** | **Sangat Penting** |
| **1** | **2** | **3** | **4** | **5** |

B2. (**SHOW CARD**) Berikut ini saya akan menanyakan tingkat kepuasan setiap aspek pelayanan dari bank ….. (**BACAKAN JAWABAN RESPONDEN DI A2**). Anda dapat menggunakan skala tingkat kepuasan 1-5 dimana 1 artinya “Sangat Tidak Puas” dan 5 artinya “Sangat Puas”.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Sangat Tidak Puas** | **Tidak Puas** | **Cukup Puas** | **Puas** | **Sangat Puas** |
| **1** | **2** | **3** | **4** | **5** |

| **No**  | **Aspek**  | **Tingkat Kepentingan**  | **Bank X** | **........** |
| --- | --- | --- | --- | --- |
| **……..** |
| 1 |  | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 |
| 2 |  | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 |
| 3 |  | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 |
| 4 |  | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 |
| 5 |  | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 |
| 6 |  | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 |

B3. (**SHOW CARD**) Secara keseluruhan, dengan mempertimbangkan seluruh aspek pelayanan yang tadi sudah disebutkan …. (**BACAKAN DIMENSI ATAU CONTACT POINT YANG DIALAMI OLEH RESPONDEN**), mohon Anda menyebutkan tingkat kepuasan Anda terhadap terhadap …. (**BACAKAN JAWABAN RESPONDEN DI A2**). Anda dapat menggunakan skala tingkat kepuasan 1-5 dimana 1 artinya “Sangat Tidak Puas” dan 5 artinya “Sangat Puas”.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Sangat Tidak Puas** | **Tidak Puas** | **Cukup Puas** | **Puas** | **Sangat Puas** |
| **1** | **2** | **3** | **4** | **5** |

B4. Apakah alasan Anda mengatakan …. (**BACAKAN JAWABAN RESPONDEN DI B3**)? Apa lagi? Apa lagi? (**PROBE JAWABAN RESPONDEN**)

|  |  |
| --- | --- |
| **Brand X** | **..........**  |
|  |  |

**Customer Engagement**

B5. (**SHOW CARD**) Dari pernyataan berikut ini, manakah yang paling menggambarkan perasaan Anda terhadap … (**BACAKAN JAWABAN RESPONDEN DI A2**) (**S**)

|  |  |  |
| --- | --- | --- |
|  | **Brand X** | **……** |
| Saya lebih memilih Bank …. Dibandingkan dengan bank yang lain  | 1 | 1 |
| Bank…. adalah salah satu yang saya pilih dibandingkan dengan bank yang lainnya  | 2 | 2 |
| Bank …. dapat diterima, tetapi saya tidak memiliki preferensi tertentu terhadap bank tersebut  | 3 | 3 |
| Saya agak lebih memilih bank lain  | 4 | 4 |
| Saya lebih memilih bank lain  | 5 | 5 |

**Customer Loyalty**

B6. (**SHOW CARD**) Dalam enam bulan ke depan, manakah yang lebih mencerminkan rencana Anda terhadap ….. terhadap … (**BACAKAN JAWABAN RESPONDEN DI A2**) (**S**)

|  |  |  |
| --- | --- | --- |
|  | **Brand X** | **……** |
| Saya tidak akan mencoba bank lain selain dengan bank yang saya gunakan saat ini  | 1 | 1 |
| Saya ingin / berencana untuk mencoba bank lain  | 2 | 2 |
| Saya sedang mempertimbangkan untuk mengganti ke bank yang lain  | 3 | 3 |
| Saya sudah memutuskan akan pindah ke bank yang lain  | 4 | 4 |

B7. Apakah alasan Anda menyebutkan …. (**BACAKAN JAWABAN RESPONDEN DI B6**)? Apa lagi? Apa lagi? **(PROBE JAWABAN RESPONDEN**)

|  |  |
| --- | --- |
| **Brand X** | **..........**  |
|  |  |

B8. (**SHOW CARD**) Seberapa bersediakah Anda untuk merekomendasikan …. (**BACAKAN JAWABAN RESPONDEN DI A2**) kepada rekan/kolega/saudara Anda? (**S**)

|  |  |  |
| --- | --- | --- |
|  | **Sangat Tidak Bersedia untuk Merekomendasikan** | **Bersedia untuk Merekomendasikan** |
| Brand X | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| ......  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

B9. Apakah alasan Anda mengatakan …. (**BACAKAN JAWABAN RESPONDEN DI B8**)? (**PROBE JAWABAN RESPONDEN DI B8**)

|  |  |
| --- | --- |
| **Brand X** | **..........**  |
|  |  |

B10. Mohon Anda memberikan masukan / saran / harapan terhadap …. (**BACAKAN JAWABAN RESPONDEN DI A2**) di masa mendatang? Apa lagi? (**PROBE JAWABAN RESPONDEN SEDETAIL MUNGKIN**)

|  |  |
| --- | --- |
| **Brand X** | **..........**  |
|  |  |

B11. Dalam 6 bulan terakhir, apakah Anda pernah mengalami masalah ketika menggunakan produk dan layanan ….. (**BACAKAN JAWABAN RESPONDEN DI A2**)? (**S**)

|  |  |  |
| --- | --- | --- |
|  | **Brand X** | **……** |
| Pernah mengalami  | 1 | 1 |
| Tidak pernah mengalami  | 2 | 2 |

B12. Mohon Anda mengatakan apakah permasalahan yang Anda alami ketika menggunakan produk dan layanan ….. (**BACAKAN JAWABAN RESPONDEN DI A2**)? (**Bisa M**)

|  |  |  |
| --- | --- | --- |
|  | **Brand X** | **……** |
| Tidak bisa mengakses mobile banking  | 1 | 1 |
| Tidak bisa mengakses internet banking  | 2 | 2 |
| Petugas marketing officer tidak bersikap ramah / sopan | 3 | 3 |
| Petugas customer service tidak bersikap ramah / sopan | 4 | 4 |
| Petugas teller tidak bersikap ramah / sopan | 5 | 5 |
| Petugas security tidak bersikap ramah / sopan | 6 | 6 |
| Petugas guest relation officer tidak bersikap ramah / sopan | 7 | 7 |
| Proses penggantian kartu fisik ATM ribet / berbelit-belit  | 8 | 8 |
| Proses penggantian kartu fisik ATM lama  | 9 | 9 |
| Lama dalam mengakses layanan call center  | 10 | 10 |
| Petugas call center tidak bisa menyelesaikan permasalahan yang saya alami  | 11 | 11 |
| Lainnya, **SEBUTKAN** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |  |  |