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KUESIONER

Identitas Responden

Nama responden : (boleh tidak diisi)
Umur :
Pendidikan :
Jenis Kelamin : pria wanita
Jabatan :
Pekerjaan :

Petunjuk:

Berikan tanda silang (X) pada penilaian Bapak/Ibu/Saudara selama menjalani pekerjaan sehari-hari dengan kriteria sebagai berikut:

<i>Sangat Tidak Setuju</i>	1	2	3	4	5	<i>Sangat Setuju</i>
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1. Kualitas Komunikasi

No	Scale	Score
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- 1 Komunikasi saya dengan BNI terdapat *transparansi*

Transparansi seperti apa mohon
dijelaskan_____

STS 1 2 3 4 5 6 SS

- 2 Komunikasi saya dengan BNI terdapat *timbang balik*

Timbal balik seperti apa mohon
dijelaskan_____

STS 1 2 3 4 5 6 SS

- 3 Komunikasi saya dengan BNI terdapat *kesantunan*

kesantunan seperti apa mohon
dijelaskan_____

STS 1 2 3 4 5 6 SS

2. Brand Credibility

	Scale	Score
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- 1 BNI selalu menggunakan peralatan IT secara intensif dalam melayani nasabah

intensitas yang seperti apa seperti apa mohon
dijelaskan_____

STS 1 2 3 4 5 6 SS

- 2 Frekuensi pemanfaatan IT di BNI untuk melayani nasabahnya sangat tinggi

Frekuensi pemanfaatan seperti apa mohon dijelaskan _____ STS 1 2 3 4 5 6 SS

- 3 BNI memiliki banyak sekali aplikasi yang memudahkan nasabah.

Aplikasi dan perangkat lunak seperti apa mohon dijelaskan _____ STS 1 2 3 4 5 6 SS

3. *Customer relationship marketing*

No	Scale	Score
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- 1 Hubungan saya dengan BNI terdapat ikatan / *bonding* yang erat

STS 1 2 3 4 5 6 SS

Ikatan yang seperti apa seperti apa mohon dijelaskan _____

- 2 Hubungan saya dengan BNI memiliki *emphaty*

emphaty seperti apa mohon dijelaskan _____

STS 1 2 3 4 5 6 SS

3 Hubungan saya dan BNI terdapat *trust* yang baik

trust seperti apa mohon dijelaskan

STS 1 2 3 4 5 6 SS

4. Customer royalty

No	Scale	Score
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- 1** Saya selalu puas dengan layanan BNI sehingga selalu mempercayakan jasa perbankan saya di BNI

Mengapa anda *mendukung kembali* layanan jasa BNI mohon dijelaskan _____

STS 1 2 3 4 5 6 SS

- 2** Saya tetap akan *loyal* dalam menggunakan jasa BNI dalam urusan perbankan saya secara *emosional dan psikologis*.

Loyal dalam hal emosional dan psikologis seperti apa mohon dijelaskan _____

STS 1 2 3 4 5 6 SS

