

ABSTRACT

The banking industry in running its business always wants to focus on customers in the hope that customers can feel satisfied and fulfilled their needs. This can be done by increasing the quality of service by increasing the number of product variations and their features. Good service quality includes five dimensions, namely reliability, responsiveness, assurance, empathy, and tangibility.

Bank BNI Syariah Bandung is a bank that prioritizes service quality in order to retain its customers, but sometimes there are still customers who are less satisfied with the services provided by Bank BNI Syariah Bandung. This is known by the number of complaints from quite a number of customers. The Six Sigma method with the DMAIC approach and service quality method as an additional method is expected to reduce customer dissatisfaction with the quality of services provided by Bank BNI Syariah Bandung.

Based on the method, this research use mixed method. Based on the purpose, this research included in descriptive research. Data collection is done through questionnaires, interviews, documentation, and observation. Questionnaire data was collected with a sample of 100 customers of service quality at Bank BNI Syariah Bandung

The results of the service quality baseline of Bank BNI Syariah Bandung are at the level of 2.05 sigma with a Defect Per Million Opportunity (DPMO) value of 291,160 DPMO and the percentage obtained is 70.92%. This can be interpreted that the service provided by BNI Syariah Bank Bandung is able to provide good results and has sufficient process capability because it is at the 2.05 sigma level, so as to be able to provide sufficient maximum service.

The conclusion that can be drawn in this study is Bank BNI Syariah Bandung is a bank that is concerned with and gives attention to improving the quality of service to its customers. In addition, Bank BNI Syariah Bandung needs to pay attention to service attributes that are classified as needed but the level of satisfaction is still low.

Keywords: *DMAIC, DPMO, Six Sigma, Quality of service*