

Infoman's

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**Memanfaatkan Komponen Cool Try Icon pada Borland Delphi
Untuk Membangun Aplikasi Minimize di System Tray
pada Sistem Operasi Microsoft Windows**

oleh :

Budi Widarsa Surya, S.Si., M.Kom.

Evaluasi Pengukuran Kinerja CPU Menggunakan Skala Satuan MIPS dan MFLOPS

oleh :

Fathoni Mahardika, S.Kom.

**Building Customer Relationship to Increase Deposits Customer Banks Trust
(A survey of Banking in West Java)**

oleh :

Zulki Zulkifli Noor

Sistem Informasi Akademik Berbasis Cloud Computing

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oleh :

Riza Aslafi, SE., MM.

**Pemilihan Range Plafond Pembiayaan Terbaik BMT
dengan Metode Analytic Hierarchy Process (AHP)**

oleh :

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**BUILDING CUSTOMER RELATIONSHIP TO INCREASE DEPOSITS
CUSTOMER BANKS TRUST
(A survey of Banking in West Java)**

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Abstract

The potential growth of banking deposit services (savings, clearing account, and time deposit) in West Java banking system can be said sufficient large, because in addition to public enthusiasm to open banking account, there are also available national business resources in West Java. However, in generally types of saving, clearing account, or time deposit in West Java banking system is still under performance of the General National Banking deposits services, this case is signaled by a large number of less active customer for saving or it can be said that customers of deposits service in West Java banking system is seen to have non-loyal indication on banking system. Such non-loyal indication on customers of deposits services is presumed that banking image in West Java has not been provided a good perception by its customers, because West Java banking system lacks to build relationship with its customers. It is also true with performance of Information technology service that closely relate with customers of deposits service relationship matter, because it concerns with customers database of deposits services and customer's easiness to conduct banking transaction has not been optimally developed.

This research objective is to obtain a clear illustration about Performance of Information technology service for deposits services and to provide customers about Banking system information. To obtain an illustration about customers of deposits service relationship built by Banking system. To examine relations between Performance of Information technology service and Banking Customers of deposits service Relationship and its effect to Banking image, both partially and simultaneously. To examine the effect of Performance of Information technology service, Customer of deposits service Relationship and Banking image on Customer trust of Banking deposits services.

The method of research used is a descriptive method and explanatory survey with analytical units consisting of customers of deposits services in West Java which possess savings, clearing account, and time deposit products amount to 245 customers. The analytical method used is the SEM.

This research findings is that customers of deposits services in West Java banking system will be loyal if those banking system image is good and maintained with positive image because they are supported by appropriate, rapid, and accurate information technology service. The customer of deposits service relationship can not increase banking image in West Java, and it is not able to develop its customer trust, because West Java banking system has not created a good relationship with their customers, although they can bind

customers of deposits services for always doing some interaction and transactions with banking world.

Keywords: performance of information technology service, customers of deposits service relationship, banking image, customer trust of deposits services.

INTRODUCTION

It can be said that potential growth of deposits service in West Java Banking System is very great, because community enthusiasm to open deposits account is high in one side, there are also abundance national business sources in West Java on other side. However, types of deposits, clearing account, or time deposit in West Java are, in generally, still under deposits service performance of National Public Banking System, this instance is pointed out because of many less active customers to save there; otherwise, it can also be said that banking customers demonstrate untrust indication in West Java. This customer untrust is estimated that banking image in West Java has not been well perceived by customers, because West Java Banking system is less active to build good relationship with their customers. It is also true with performance of banking information technological services that have close relation with customers, because it concerns with customer's database and their ease to transact, has not optimally been built.

Based on problems said above, thus research objectives can be described as following:

1. To obtain illustration about Service Performance of the Deposits Services banking information technology and provide information for Banking Deposits Service Customers.
2. To obtain illustration about Banking Deposits Service Customers Relationship built by Banking System.
3. To obtain relationship outcomes of Service Performance of the banking information technology with Banking Deposits Service Customers Relationship.
4. To get investigation outcomes about the Effect of Service Performance of banking information technology with Deposits Service Customer Relationship toward Banking image, both partially and simultaneously.
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6. To obtain investigation outcomes of the Effect of Banking Image toward Trust of Banking Deposits Service Customers.

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