

## **ABSTRACT**

*This study discusses the performance of BRI ATM services in the area of Semarang. BRI is a bank that has the most customers in Indonesia and has ATM services as a supporting facility for their customers. Some findings on the BRI service showed there were problems, especially on service performance. Service performance is one of five dimensions in the SERVQUAL, it is reliability. Service performance that has this many problems affecting the level of reliability of the ATM BRI, therefore the researcher will examine these problems. The problem is getting out of a number of customers who complain about the service ATM BRI that the services are not as promised by the BRI. Researchers will look for existing conditions of current BRI ATM service and feedback from customers through a questionnaire and then there will be performed design proposals against these problems. Based on the concept of dimensions of reliability, this study uses variables as hardware, software, services, networks and personal data. Thus the indicators sought to obtain the causes of the problems these problems occur.*

*The data collection is the customer questionnaire data from Pattimura Semarang unit branch, the questionnaire of data services from team who responsible for ATM and also interview data to the team responsible for it. The Researcher gets the indicators to be the problem then take the highest gap on corporate operational standards set for service proposal. After verification from the BRI team of experts who in charge of the ATM service, gained five indicators. Five indicators are comprised of operational time is not 24-hour ATMs, which are often empty of cash at ATM machines, ATM can not issue a transaction receipt, handling complaints of the old problematic transactions and reporting transactions are difficult to access.*

*Based on the findings of these indicators, designed the proposed improvements to these indicators are grouped into four classifications. The proposal recommended by the researchers is to design a queue system to be able to reduce customer complaints handling process of a long transaction, procurement workshops to bri staff responsible for the condition of the ATM, the design of warning systems in monitoring tools to prevent cash and proof transactions that out, and add ATM access network capacity so as to accommodate greater traffic.*