

## **ABSTRACT**

*This study aimed to analyze the level of importance and performance of BNI Regional Semarang's ATM service. Variables used in this study is service quality which consists of reliability, responsiveness, assurance, empathy, and tangibles with the level of customer satisfaction. These variables are used to measure the Importance and Consumer Assessment of quality of services rendered the company.*

*The research data collected data from 100 respondents of BNI customers are selected by purposive sampling through a questionnaire consisting of closed questions and opened questions. Customer Satisfaction Index is used to analyze the level of overall customer satisfaction. Meanwhile, to identify performance improvement priorities, Importance Performance Analysis method was used which consists of two components, specifically: the gap analysis (gap) and quadrant analysis. Results showed that overall customer are quite satisfied of performance of BNI ATM service with customer satisfaction index score for 69.68%. The application of quadrant analysis showed that indicators of dimension of reliability which should be evaluated for immediately repaired their performance, because the performance has been given not as expected by BNI customers.*

*Keywords: Customer Satisfaction, Automatic Teller Machine (ATM), Tangible, Reliability, Responsiveness, Assurance, Empathy, Importance Performance Analysis.*