ABSTRACT

Customer satisfaction measurement is an organization that should be performed periodically to further strengthen their competitive advantages compared to competitors. Improved performance conducted by bank personnel as well as service providers, the management of PT Bank BRI (Persero) Tbk as a provider of banking services, the appropriate attributes will have a positive impact of increasing customer satisfaction. But on the contrary, an increase in performance on attributes that are not appropriate to bring an organization to waste.

This study aims to measure customer satisfaction using the Important Performance Analysis and Cartesian diagram. Important Performance Analysis methods can be used to determine the weights on the level of performance / service received by the customer (X) and the weight on the interest rate / client expectations (Y) on the basis of the five dimensions of service quality, namely reliability, responsiveness, assurance, empathy, and tangibles. While the Cartesian diagram method is used to identify priorities for performance improvement for the company.

Research data obtained by distributing a questionnaire that included questions representing the 5 dimensions of service quality are developed and validated by Zeithhaml, Valarie A, A Parasuraman and Berry, Leonard L, (1990). In addition, the authors also added some of the questions that have tested its validity by using product moment (Corrected Item Total Correlation), and reliability by using Cronbach's Alpha. The research was conducted at the Semarang branch of Bank BRI Pattimura.

Greatest inequalities are on the dimensions of Reliability (Reliability) with a gap value of (0,50), dimensions Evidence physical (Tangibles) with a gap value of (0,33),dimension Responsiveness (Responsiveness) with a gap value of (0,44),dimensions of Empathy (Empathy) with a gap value of (0,41)andthe dimensions Assurance (Assurance) with a gap value of (0,29).

Keywords: Customer Satisfaction, Importance, Performance Level, Cartesian diagram