

Abstract

SPBU Ngabenrejo Grobogan already implements the principals of Pertamina Way and already been Pasti Pas certified since year 2008. However, the service quality of SPBU Ngabenrejo has not meet customers' satisfaction. Therefore, study to evaluate the quality of services of SPBU which important to customers need to be conducted; as the fundamental action for management to give suitable performance that meet customers satisfaction. Purpose of this study is to analyze the gap between importance and performance of SPBU Ngabenrejo in 5 dimensions of quality, namely: tangible, reliability, assurance, responsiveness, dan empathy.

Data analysis was completed using descriptive-qualitative method. "Importance Performance Analysis" was used to answer the research question about how far the level of performance of SPBU Ngabenrejo in fulfilling the level of customers' satisfaction. Since the number of population can not be clearly determined, sample of the study is taking by using non-probability sampling technique. The survey handled by separating the questionnaires to totally 68 samples which taking from the population: all customers who bought BBM in SPBU Ngabenrejo Grobogan during July 2012 period, whose vehicles include motorcycles, cars, and buses/trucks.

The findings of the study shows that the highest means of importance level of service quality is occure in the dimension of reliability which identified as a group of attributes that related to the ability of SPBU Ngabenrejo to deliver its products/services consistently, accurately and dependably as promised. On contrary, the highest level of performance means also gained by SPBU Ngabenrejo in the dimension of reliability with level of fitness 96,26%. In summary, SPBU Ngabenrejo is able to deliver its product/service consistently, accurately and reliably as expected by the customers.

Keywords: Customers' satisfaction, performance, importance-performance analysis