

ABSTRACT

This thesis discusses the extent to which the level of customer satisfaction on the performance of BRI Blora gap in terms of service experienced and services that are expected. In this study developed a variable dimension of quality of service appropriate to the circumstances BRI Blora, such as reliability, responsiveness, assurance, empathy and Physical Facilities.

The study population was clients who visit the BRI BRI Blora. Determination of sample size in this study is the Importance Performance Analysis (IPA), while the number of samples taken in this study amounted to 100 respondents. The test equipment for this study using the validity and reliability. Validity and reliability testing performed on all the indicators measuring the importance and performance of all dimensions and the results were all positively correlated and statistically significant, it is evident from the significance value < 0.05 so that it can be concluded that the research data is valid. While the reliability of the test results indicate that the magnitude of the value determinant to all expectations and performance indicators in all dimensions was > 0.6 so that it can also be concluded that these indicators are reliable.

The results of this study indicate that the IPA method used can provide a framework in understanding the customer satisfaction as a function of expectation (Importance or interest rate) associated with an attribute as well as customers of the organization's performance appraisal (performance) visits from the corresponding attributes.

Keywords: Importance Performance Analysis (IPA)