ABSTRACT

In this time, education is a important need for preparing a better future. The changes in education methods have created more competitive informal education courses, developing their service to satisfy the customer.

The purpose of the research in this thesis in to analyze the level of customer interest and performance of quality education services in the New Varian Education Course, Ngaliyan, Semarang in order to know what factors are most dominant in influencing customer satisfaction.

Test method in this research using IPA (Importance Performance Analysis), where the sample are 100 respondents. To analyze the accuracy and precession measuring instrument in this research used validity test, whereas to measure the extent to which the result of measurement can be trusted to use the reliability test.

Validity testing carried out on all the indicators of interest and performance of all dimensions, where the result are positively correlated and statistically significant, it is evident from significant value $< 0,05$ so that it can be concluded that the indicators in this study is valid. While the reliability test result indicate that the value cronbach alpha $> 0,6$ so that it can be said of all the concept of measuring each variable of the questionnaire is reliable so that each variable concept fit for use as a measurement.

Based on these results, management of New Varian Education Course, Ngaliyan, Semarang can be determine where the policy changes in the performance being undertaken to make improvements so as to satisfy their customer.

Key Words : Service Quality, Importance Performance Analysis (IPA).