

ABSTRACT

Customers' satisfaction will be realized if the company can give product quality which can fulfill the customers' expectation. That's why this research is done to know the conformity level among product quality, perceived service quality and perceived price which is given by the company with the customers' expectation. Data about product quality, perceived service quality and perceived price are collected using questionnaire to 32 gas customers of PT PERTAMINA EP Java Region. Then, the collected data are analyzed by using *Importance Performance Analysis* (IPA) technique.

The result of *Importance Performance Analysis* (IPA) shows that conformity level between performance and customers' expectation on product quality is 99.81%, the conformity level between performance and customers' expectation on perceived service quality is 92.58%, and the conformity level between performance and customers' expectation on perceived price is 94.11%.

Indicator of **product quality** which includes : continuity of gas supply; composition of gas; the accuracy of the amount of gas and the content of gas polluter is in quadrant B, pressure; Spesific Gravity (SG) and Gross Heating Value (GHV) is in quadrant C.

Indicator of **perceived service quality** which includes : response toward complain; the condition of the measurement tool of gas distribution and gas distribution facility is in quadrant A, media to deliver suggestion/complain which is easy to access and information about the changing related to the product are in quadrant B, *Health, Safety and Environment* are in quadrant C and gas customers meeting is in quadrant D.

Indicator of **perceived price** which includes : the conformity between price and specification / kind of gas distributed is in quadrant A, the conformity between price and specification / kind of gas distributed is in quadrant B, the conformity between price and surrender for use point gas is in quadrant D.

Based on the result of IPA analysis, then to increase the conformity of customers expectation and company performance on product quality, perceived service quality, needs to be cared toward the continuity of gas supply; gas composition; the accuracy of the amount of gas and the content of gas polluter, increasing response toward complain, the improving toward condition of measurement tools and the facility of gas distribution and improving the price of gas which is suited to quota of gas distributed.

Key words : product quality, perceived service quality, perceived price