

## **ABSTRACT**

*The background of this study are allocation of advertising funds in Indonesia is decreased, and also Ardan Group's advertising revenue is decreased that may be caused by advertising churn that happened even when the rating of Radio Ardan, Radio B and Radio Cakra is stable or even increased. This study aims to determine how the expectation of advertisers and performance provided by Ardan Group, what attributes that need to be improved and maintained, and to determine the level of advertisers' satisfaction of services provided by Ardan Group. This study analyzed one variable, namely service quality that contains five of sub-variables which are, tangibles, empathy, reliability, responsiveness, and assurance.*

*This type of research is a descriptive study, the purpose is to describe something that is the target of researcher in detail. The collection of data obtained by distributing questionnaires to 41 respondents who is the advertisers that have done advertised their product in Ardan Group's radios. This study used importance-performance analysis (IPA) technique, and customer satisfaction index (CSI), with SPSS version 16.0 as the staticstical software helper.*

*The results of this research showed that the level of Ardan Group's service quality performance still doesn't meet the level of respondents' expectation, and in some attributes need to be improved. From IPA, there are several attributes that the performance didn't meet the respondents' expectation, but also there are several attributes' performance that need to be maintained. CSI result showed that respondents are still not satisfied with Ardan Group service quality, with 68,55% percentage in poor criteria. The recommendation for Ardan group is to increase their service quality performance in the attributes with low performance level, so it can fulfill the advertisers expectation along with their satisfaction.*

*Keywords : service quality, advertisers' satisfaction, tangibles, empathy, reliability, responsiveness, assurance, importance-performance analysis, customer satisfaction index.*