

## **ABSTRACT**

*Developments in the era of globalization causing competition in banking is becoming increasingly tight. This begins when the Government issued a policy in 1988, known as the package of 27 October 1988 (Pakto 88) which among other things provides convenience to set up new banks. In the framework of the achievement of the vision, Bank BRI Branch Karawang of Falkirk always try to give excellent service. But a growing number of borrowers increasing often leads to a decline in the quality of service. Bank BRI Branch Karawang should also understand what the expectations of the clients, however, but still not satisfied customer will be a service provided by the bank as an example in the case of Mr. Entus. Its current status is not just focusing on the problems that occur in one case but researched more about services provided by the bank whether or not expectations then, its current status is mewancarai some of the customer is still the presence of the client stating expectations over the service provided does not match the expected by the customer.*

*The purpose of this research is to know the expectations of the client service quality Bank BRI Branch Karawang, to know the customer's perception of service quality top provided the Bank BRI branch of Karawang and to find out what are the indicators that need to be corrected to improve customer satisfaction on the quality of service the Bank BRI branch of Karawang. Withdrawal of samples as many as 100 people with incidental sampling techniques. Analysis tool used is the Importance Performance Analysis (IPA) and analysis of Consumer Satisfaction Index (IPK).*

*Customer expectations over service quality Bank BRI Branch K Karawang are in the category agrees with the percentage of 74.52%. While the client's perception of service quality in Bank BRI Branch Karawang are in the category are satisfied with percentage 75.89%. While the indicators that should be corrected by BRI Branch Karawang, among others, there is a good parking area for motor, Bank BRI Branch Karawang is willing to provide the latest information on products and services, Bank staff BRI Branch Karawang to be friendly in the service transaction, Bank staff BRI Branch Karawang serving transactions quickly. Based on the results of the IPA, the performance conducted by Bank BRI Branch Karawang less well, it can be seen from the Cartesian diagram that most attributes are at A quadrant, the satisfaction of the customer the Bank BRI Branch Karawang as a whole towards quality of service attributes are already feeling very satisfied with the total dimensions of the obtained score of 1.03.*

**Key words: Service Quality, Customer Satisfaction, Importance Performance Analysis (IPA).**