

ABSTRACT

The purpose of this study is to determine the performance, expectations, level of customer satisfaction of PT Astra International UD Trucks Bandung and determine the service quality attributes that must be improved. This study uses descriptive quantitative research. Sampling is done by Non-Probability sampling technique with Purposive sampling type, namely the technique of determining the sample with certain considerations. For example the person is considered to know about what we expect, so that it will make it easier for researchers to explore the object to be studied. The research respondents were 100 people. Analysis The discussion used is the Importance Performance Analysis. The results of this study are customer satisfaction on average quality attributes. Quality of service, found that the Reality level is 4.10 which means Good. then Hope, at level 4.21 which means Very Good too. The attributes that must be improved are the Main Quadrant, the accuracy of the employee explaining the product specifications (X1.1), Can store the customer database safely (X2.2), and Responsently respond to customer complaints (X5.2).

Key words: Service Quality, Importance Performance Analysis, Customer Satisfaction