

ABSTRACT

More and more brands and companies in Indonesia that improve the quality of service (Service Quality) to meet the expectations of the company's customers maintain customer satisfaction and get loyal customers as an important asset of business sustainability. An honorary event in the field of service is SQA (Service Quality Award) organized by Service Excellent Magazine and Carre Service Quality Monitoring become a symbol of customer trust for years on the quality of services of the company.

The purpose of this research to know the performance of expectations of satisfaction level with CV Indolecture Pramadana Creations Examine the sample of respondents 100 people. The method used is the analysis of descriptive research with quantitative data types. The analysis of the discussion used is Importance Performance Analysis (IPA). The results of the study showed answers to respondents on the quality of service attributes, acquired that the level of reality was 88.2% which meant excellent and the expected rate had a value of 92.8% which meant very well with the Customer Satisfaction Index of 88.1% which means satisfied. There is a statement that needs to be corrected is the company responds to respond to the needs of angklung community with media event (P8) and the sensitivity of the company staff to provide an effective solution to the problem in the field when the appearance (P11).

Keywords: Service Quality, Importance Performance Analysis (IPA), Customer Satisfaction Index (CSI)