ABSTRACT

The growth of banking in indonesia is growing very rapidly, many of the perpetrators of the banking race to reach a target company. in reaching a target of the banking company should improve the quality of service by measuring customer satisfaction. Customer satisfaction is a feeling of pleasure or disappointment that obtained in person from the comparison between the performance (or outcome) the product is perceived and real. This research aims to determine whether the client is satisfied with the services provided by Bank Mandiri branch office sudirman kota sukabumi and to know the expectations of the customer the quality of services provided by Bank Mandiri Branch Office Sudirman Kota Sukabumi by using the method of Importance Performance Analysis (IPA).

The research methodology used in this research is a quantitative research method using descriptive approach. The purpose of this study is to determine levels of customer satisfaction over the quality of services provided to the performance and expectations by Bank Mandiri Branch Office Sudirman Kota Sukabumi.

Based on the results of the use of the method of Importance Performance Analysis (IPA) obtained the results of the measurement of service quality indicates the level of the average expectations of the customer at Bank Mandiri Branch Office Sudirman Kota Sukabumi is equal to 3.35 and the average level of reality the customer is at 4,45 which shows that the performance of companies has exceeded customer expectations.

Keywords : Quality Of Service. The method of Importance Performance Analysis (IPA)