

ABSTRACT

In a business, membership or membership is often used so that customers get various kinds of attractive promos. Membership or membership is an activity in achieving formal status support in a group. The membership system or membership at Batununggal Indah Club is that each registration must register for 3 months, because to avoid any member releases made by customers. With this system, many customers are hesitant to register to become a member of the Batununggal Indah Club. The membership system is made to increase customer loyalty, but if there is any inconvenience in the service or system that has been created, it will affect the level of customer satisfaction. This study aims to determine how the perception and assessment of the membership registration process through customers who have been registered as members of Batununggal Indah Club members.

This type of research uses quantitative descriptive methods, then the sampling technique uses non-probability sampling and purposive sampling. The population in this study took Batununggal Indah Club customers who had registered as members. In data collection, this study used a questionnaire method. The data analysis technique uses descriptive analysis and uses the IPA (Importance Performance Analysis) and CSI (Customer Satisfaction Index) methods.

The calculation results for the level of reality and service quality expectations in the membership registration process are 87.6% and 88.8%, this shows that both are still in a very important and very satisfied position. The results obtained by the Importance Performance Analysis Matrix show that things that can be improved are in terms of facilities and the way membership staff explain the system to customers with the results of the Customer Satisfaction Index calculation showing 85.43%, which means that members of the Batununggal Indah Club are very satisfied with the membership registration process.

Keywords: Service Quality, Customer Satisfaction, Importance Performance Analysis, Customer Satisfaction Index.