

ABSTRACT

Background: *PT. Pos Indonesia, a key logistics and delivery service provider, faces intense competition from private couriers and e-commerce platforms, leading to customer complaints about delayed deliveries, inaccurate information, and unresponsive service. These issues have lowered customer satisfaction, threatening the company's competitiveness. This study is urgent to evaluate and improve PT. Pos Indonesia's service quality in Bandung using the Importance Performance Analysis (IPA) method to address these challenges and enhance customer satisfaction, ensuring the company remains relevant in a competitive market. To understand customer expectations of PT. Pos Indonesia's service quality. To identify the actual service quality performance. To determine service aspects requiring improvement. This quantitative study employed a survey approach, collecting data via questionnaires from 100 PT. Pos Indonesia customers in Bandung, selected purposively. Data were analyzed using the IPA matrix based on SERVQUAL dimensions (tangible, reliability, responsiveness, assurance, empathy). Validity and reliability tests were conducted using IBM SPSS Statistics. Customer expectations scored 79.45% ("satisfactory"), while service performance scored 77.49% ("satisfactory"). IPA analysis identified employee appearance (tangible) and staff knowledge and courtesy (assurance) as top priorities for improvement due to high importance but low performance. Attributes like uniforms, quick response, safety assurance, and empathy should be maintained, while delivery timeliness was deemed less important despite high performance.*

Keywords: *Service Quality, Customer Satisfaction, Importance Performance Analysis (IPA), PT. Pos Indonesia, SERVQUAL.*