ABSTRACT

One form of non-bank financial institution is an insurance company. In three consecutive years from 2015 to 2017, PT. Prudential Life Assurance was awarded the best life insurance group in Indonesia. Increasing number of insurance companies in Indonesia, PT. Prudential Life Assurance seeks to improve the quality of the company, including the service quality of its agent.

The purpose of this research is to know service quality agent PT. Prudential Life Assurance Bandung City 2018 explained by using consisting of five dimensions, namely Tangibles, Emphaty, Reliability, Responsivess, Assurance, as a measure of how good the level of service provided is able to match customer expectations. Analysis of the expected service measurement and perceived service performance is done using by Importance-Performance Analysis (IPA) method. in addition to the IPA method, another method that can support attribute improvement is the Customer Satisfaction Index (CSI). This research is quantitative with descriptive method, data collected through questionnaires to 100 customers / policyholders active in PT. Prudential Life Assurance City of Bandung obtained by using Slovin approach.

The results reveald that the Importance-Performance Analysis attributes obtained a priority to be improved are from the dimensions of reliability & responsiveness. While the results of Customer Satisfaction Index (CSI) obtained the level of expectations of respondents at agents PT. Prudential Life Assurance City of Bandung amounted to 83.13% and the level of performance realization of 83.13%.

Keywords : *Service Quality*, *Importance – Performance Analysis* (*IPA*).