

## ABSTRACT

Comitment for quality of sevice which customers oriented represent the main prerequisite in supporting efficacy of a business, especially at service industries. This matter is caused the quality of service very depended of whom and how the service given. Because its efficacy is very depended from consumer assessment, hence very important to pay attention the customers satisfaction.

Philip Kotler (1996) tell that customer satisfaction is a level of someone feeling after comparing performance of product or service which he feel and their expect. So, the satisfaction level represent the function from difference between felt performance (perceived performance) with the expected performance (expected performance).

One of the method able to be used to measure the customer satisfaction to the service accepted is SERVQUAL method . This method including one of way where some respondent asked to assess the their expectation level to certain attribute as well as the level which they feel. Method developed by Zeithaml (1990), special used to measure the satisfaction of customers for the given service. This method use the user based-approach, measuring the quality of service quantitatively in the form questionnaire and contain the dimension of service quality like tangibles, responsiveness, realibility, assurance, and empathy.

In this research conducted quality analysis of transportation service of PT MAKRO, evaluated from gap 1 (the difference between what customers expect and what management perceives they expect) and gap 5 ( the difference between customer perceives and customer expect). The conclusion in this research, that for the gap of 1, total average value of SERVQUAL is negative value (-0,10). This matter designate that the management of PT MAKRO who concerned in course of forwarding service to the customers relative not yet sensitive to customer desire in fact. While for the Gap 5, the total average value of SERVQUAL is negative value (-0,28). Its meaning that quality of PT MAKRO still less gratifying felt.

One of the step for the service quality improvement is by identifying position of performance and importance from the attribute of services. In this case, used analysis of Importance and Performance Matrix

**Keywords** : Quality of service, SERVQUAL Method, Costumer Satisfaction, Importance and Performance Matrix Analysis.