

ABSTRACT

Massive population growth occurring in Indonesia has shown considerable growth in motor vehicle usage. PT. Astra International, Tbk - Daihatsu as one of the largest car manufacturers in Indonesia with the best customer service according to a study conducted by J.D. Power Asia Pacific 2012. ranks first in Sales Satisfaction Index (SSI) or customer satisfaction in making purchases in Indonesia. The purpose of this study, to determine the performance, expectations, customer satisfaction level of PT Astra International Daihatsu Bis Center and determine the quality service attributes that must be improved. This study was conducted using the importance performance analysis. The researcher used the object of PT Astra International Daihatsu Bis Center, with case study to Visitor of PT Astra International Daihatsu Bis Center. The population is Visitor of PT Astra International Daihatsu Bis Center, with sample of 96 respondents. The method used is descriptive research analysis with quantitative data type. Analysis of the analysis used is the importance of performance analysis The results of this study is the average customer satisfaction attribute Quality of Service, it is found that the level of Performance is 3.14 which means Good. Then Hope, at level 3.75 which means Very Good and the average suitability level of 83.63% Means Good. The attributes that must be upgraded are the main quadrant of kids corner (X3.3), individual employee attention (X4.1), and employee time out in response to consumer complaints (X5.1)

Key Words : Service Quality, Importance Performance Analysis, Customer Statisfaction