

ABSTRACT

PT Medion Ardhika Bhakti has been involved in producing and marketing pharmaceutical products, vitamins, vaccines and poultry equipment for more than 40 years. Through experience and commitment to providing high quality products and meeting customer satisfaction, PT Medion Ardhika Bhakti has been recognized as one of the leading companies in the local market and has grown throughout Asia, Africa and even Europe. To serve customer needs generally, the company currently has 56 marketing units spread throughout Indonesia. One of the tools to monitor the activities of each business unit is the Personnel Customer Satisfaction Index (IKPP). This measurement is carried out longitudinally, meaning that it is carried out PT Medion Ardhika Bhakti's customers are periodic to the products and services provided by the company. However, this assessment does not include all of the services provided by PT Medion Ardhika Bhakti

The purpose of the study was to take a policy in improving the quality of services provided by PT Medion Ardhika Bhakti, and to determine the level of customer satisfaction of PT PT Medion Ardhika Bhakti. Data was obtained from distributing questionnaires to 100 respondents, namely PT Medion Ardhika Bhakti Customers. Analysis of the data used is quantitative descriptive analysis, the gap level (GAP), and the Importance Performance Analysis (IPA) method.

The results of this study are that consumers of PT Medion Ardhika Bhakti have hopes to get satisfaction in the very appropriate category, which is 97.84% and the reality obtained by consumers is in the very satisfied category, which is equal to 92.32%. The level of consumer satisfaction is measured in GAP expectations and performance with an average value of 3.91 expectations and average results of 3.69, it can be concluded that consumers are satisfied but there are still attributes that need to be improved quality of service with the first priority is Visual facilities such as customer service applications to support the process of providing services quickly, and the quality of after-sales service so that this research is very helpful in making policies in the future

Keywords: Customer Satisfaction, Importance Performance Analysis, Quantitative Method