

ABSTRACT

Service quality in the field of marketing management is a customer's overall assessment of the results of the services provided by the company, therefore the need for excellent service from a company to increase value in the minds of every potential consumer. With the statement "only 10% of the design targets determined by the company have been achieved", the aim of this research is to find out the results of an analysis of interior design improvement priorities based on customer perceptions. Why this goal was chosen is because this company wants to analyze the designs that have been given to customers, whether they are in accordance with the customers' wishes or not. In this research, the method used is a quantitative method with descriptive analysis. The population used in this research were customers who had picked orders at PT. Niaga Sarae Intermedia. Sampling was carried out using NonProbability Sampling with a total of 140 respondents.

The results of distributing the questionnaire were processed using descriptive analysis and a customer satisfaction index assisted by the SPSS application to determine variables that needed improvement.

Keywords: Descriptive Analysis, Customer Statements, Interior Design Service Performance