ABSTRACT

Analysis Debitur Satisfaction Of The Service
PT Independensia Consultindo Appraisal

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The research aims are to identify the characteristic of PT Independensia Consultindo Appraisal’s (ICA) debitur, to measure the satisfaction of the debitur to the quality of the employee’s appraise of PT ICA for the totality satisfaction or satisfaction grade in each attribute, to analyse the factors which influence the debitur satisfaction and to formulate the managerial implication to enhance the debitur satisfaction of the ICA’s service. The research developed model with 20 variables, so that the total minimum sample of respondences will be 100 people. The data processing was done with the excel program to do the descriptive analysis to the respose profile, the demand and the level of activity from the tangible, reliability, responsiveness, assurance and empathy aspects, to analyze the satisfaction level where as to analyze SEM has done LISREL 8.51 program and correspondence analysis has done SPSS 11.5.

From the 5 dimensions of the quality of the services which analyzed 20 attributes, there are several attributes which the highest value in influencing the debitur satisfaction. There are employee’s performance, the accuracy of market value professionalism and the reach the debitur demand. Responsiveness dimension isn’t influenced significantly in creating the satisfaction because the value t-test is less than 1.96. Regarding the analysis of SEM, the aspect which has the highest value of influence in measuring the satisfaction is the complaintant of the debitur by the employee of PT ICA. Index analysis of debitur satisfaction describes the total of consumer satisfaction of 75.03%. This situation indicates that service can’t give maximum satisfaction to the debitur.

Keywords : PT Independensia Consultindo Appraisal (ICA), Satisfaction, Importance Performance Analysis, Structural Equation Modeling, Customer Satisfaction Index, Analysis Correspondence.