SUMMARY

MANGATAS SIMANUNTA. Forestry Company Satisfaction Analysis for Implementation of Sistem Informasi Penatausahaan Hasil Hutan (SIPUHH) Online. Supervised by ARIEF DARYANTO and TEDDY RUSOLONO.

Sistem Informasi Penatausahaan Hasil Hutan (SIPUHH) Online is a media data transactions PUHH based technology and information media holding PUHH in realtime which can be accessed at the central level, provincial, district and by the company's Ijin Usaha Pemanfaatan Hasil Hutan Kayu Hutan Alam (IUPHHKHA) and supports the government's policy in the implementation of the Sistem Verifikasi Legalitas Kayu (SVLK). This research was conducted with the aim 1) to analyze the level of company perception for implementation of SI-PUHH Online, 2) to analyze the level of company satisfaction for implementation of SI-PUHH Online 3) Formulate a strategy to improve the quality of service implementation SIPUHH Information System Online.

The data used in this research is primary data obtained from the questionnaire, while the secondary data obtained from the literature, the internet. Sampling is conducted with a census of companies IUPHHKHA registered as SI-PUHH Online users until the end of 2014. Analysis of the data used is the Importance Performance Analysis (IPA) and the Customer Satisfaction Index (CSI). The results showed that there are four attributes that are considered important in determining customer satisfaction. Fourth attributes (1) download and upload of data PUHH Information System Online is almost never a problem and accurate data in accordance with entry company, (2) there is a backup server SI-PUHH Online in different locations, to anticipate the functioning of the main server at the Ministry, (3) Officers SIPUHH provide services quickly in accordance with a predetermined time to the company, and (4) Officers PUHH information system of the Ministry of Environment and Forests was always willing to help the company operate PUHH Information System Online. The fourth attribute is an attribute that has a high level of importance, but in its implementation or performance is still unsatisfactory.

Customer Satisfaction Index (CSI) on the implementation of this SIPUHH Online amounted to 74.32%, meaning that customers "satisfied" on the performance of services carried out by the Ministry of Environment and Forestry, but must improve the performance of PUHH Information System Online to be able to satisfy the users company PUHH Information System Online.

Keywords: Customer Satisfaction index (CSI), Importance Performance Analysis (IPA), SIPUHH Online.