Abstract

Customer Satisfaction Analysis toward Educational Institution at Sekolah Alam Ciganjur

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The purposes of this study were (1) to identify the demography characteristic of the customer, (2) to analyze the customer satisfaction toward educational institution, and (3) to formulate some recommendation based on customer satisfaction analysis. The data was generated by interviews, observations, and literature study. The primary data were collected from 54 parents and 6 ex-parents living in Jakarta, Depok and Bogor. Chi-Square Test of Independence, Importance and Performance Analysis, Penalty-reward Analysis, and Diagonal Analysis were used to analyze the data. The results of the study showed that demography characteristic have no significant correlation with customer overall satisfaction. Meanwhile, the results of Importance and Performance Analysis, Penalty-Reward Analysis and Diagonal Analysis showed that the ability of the institution in taking care and handling parents complaints and the ability of the institution to maintain the school, were the most important attributes that the institution should put more attention to.