Abstract

Customer Satisfaction Research in Tualang Government

M u s r i

The purpose of this research is to measure the customer satisfaction of service that given by Tualang Government from service quality dimension (Tangible, Reliability, Responsiveness, Assurance, empathy), to measure the service performance of Tualang Government from service quality dimension. The measuring held in order to increase the service that given by Tualang Government to their customers.

From this research result that customer needs about Tangible aspect is equal to 3.67 and its performance equal to 3.43, or achieve 93.53%. Customer needs about Reliability aspects is equal to 3.66 and its performance equal to 3.44 or achieve 94.14%. Customer needs about Responsiveness aspects is equal to 3.53 and its performance equal to 3.49 or achieve 98.88%. Customer needs about Assurance aspects is equal to 3.64 and its performance equal to 3.52 or achieve 96.64%. Customer needs about Empathy aspects is equal to 3.50 and its performance equal to 3.55 or achieve 101.46%.

From suharjo’s split, shows that four aspects in service quality dimension are under performance, there are Tangible (93.53%), Reliability (94.14%), Responsiveness (98.88%), and Assurance (96.64%). One aspect in service quality dimension is over performance, there is Empathy (101.46%). Tualang government has to increase their performance that below from customer needs. And Tualang government has to maintain their performance that above from customer needs.

Key Word : Customer Satisfaction, Service Quality (Servqual), Gap Analysis, Importance Performance Analysis.