ABSTRACT

CUSTOMER SATISFACTION ANALYSIS TOWARD SERVICES AT THE YAYASAN SANTI RAMA DEAF SCHOOL

Dothy Meutia Devi

Objectives of the research were to analyze the customer satisfaction toward The Yayasan Santi Rama Deaf School service, to analyze management perceptions toward its services, and to formulate recommendations for developing customer satisfaction. The primary data were collected by using the questionnaire involving 111 respondents consisting of 81 customers and 30 people from the school management. There were 26 attributes that have been analyzed which are classified into five Servqual dimensions. Data analysis included the Servqual Analysis, the Importance and Performance Analysis (IPA), and the Diagonal Analysis. The Servqual Analysis showed that there were gaps between perceived and expectation for every attribute. Customers and management have different perceptions on Santi Rama services. The Diagonal Analysis showed that nearly every attribute that has been calculated were included to "under service" category. The results of the IPA showed that the school facilities, comprehensive and clear information, readiness of information tools, were the most important attributes that the institution should put more attention at.