ABSTRACT


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This main objectives of this research are emphasized on (a) identifying the variable of service to the Stock Exchange Members, (b) knowing the gaps which occurred in making perception among Stock Exchange Members, (c) concluding and designing the service strategy to improve the service to Stock Exchange Members. The method use in this research is descriptive research combined with the statistical hypothetic testing using The Mann Whitney for satisfaction testing, Regression Analysis for all satisfaction comparing the dimension inside, Correlation Analysis for the correlation among dimension, Wilcoxon Analysis Testing for the importance of service variable, and Quadrant Analysis for the importance and performance of customers. The statistical testing results found that reability and responsiveness dimension showing the most influencing factors to all service satisfaction. The four variables affecting the satisfaction of the services are : (a) understanding the needs of information of the Stock Exchange Members, (b) working time flexibility (c) the capability of the staff in handling the case, (d) finishing time of solution, were located in the quadrant which need attention from The Jakarta Stock Exchange. Suggestions are recommended to The Jakarta Stock Exchange to retain the reability and responsiveness dimension and to give the most priority to Quadrant-4 (Main Priority)