

ABSTRACT

This research was doing a study about the Analysis of customer satisfaction the quality of service driverbdg service by using *Importance-Performance-Analysis (IPA)*. This research is aimed to find out how the performance and prospect/importance is towards the quality of the service on DriverBDG. The objective of this research is to find out how the quality of the service and customer's satisfaction on DriverBDG and also to find out the factors which is needed to be repaired by DriverBDG.

This research used quantitative research with descriptive research method by way of distributing questionnaire to 100 respondents which are became the sample in this research with sampling technique *accidental sampling*. The analysis of the data in this research used descriptive analysis, index of customer's satisfaction, and *Importance-Performance-Analysis (IPA)*.

The result of this research can be known that the consumer's prospect towards the quality of DriverBDG service based on the result of the analysis of the whole interval is in very important category with the percentage 88,2% and consumer's perception towards the quality of DriverBDG service based on the level analysis in a whole is in good category with percentage 83,23%. The level of the customer's satisfaction is in the amount of 1,01 this value describes that consumer's rating is in very satisfied criteria where the performance on service quality indicator in disposition and the quality of service is higher than consumer's prospect. The result of *Importance-Performance-Analysis (IPA)* in this research shows that there are seven attributes that have to be repaired by the side of enterprise management they are (1) fleet checking, (2) fast service, (3) friendly service, (4) customer's left-goods return, (5) flyer distributing, (6) *discount* addition, (7) waiting room facility.

Keywords: Quality of Service, Consumer's Satisfaction, and *Importance-Performance-Analysis (IPA)*.