

## ABSTRACT

*Packet delivery is one of many shipment service which popular among people. E-commerce development in Indonesia is one of the trigger to use packet delivery service. One of the company which gives shipment service is PT. Pos Indonesia. Based on Annual Report Kantorpos 2015, shipment amount was decreasing from last year. So by looking at the circumstances, the problem source must be found, especially on packet delivery. The needs from the shipment service should be identified by looking at the current condition and ideal condition . Kantorpos should be expected for fullfil customers needs.*

*The purpose of this research is to improve packet pos delivery quality. Using servqual model and importance performance analysis. Using IPA method, the needs of kantorpos shipment service attribute will be rated. This research using 19 attribute which should be rated by kantorpos customer based on packet pos product. Further, service needs attribute will be rated by 4 categories. Attribute that should be developed, attribute that should be keep up, low priority attribute, and attribute that should be reduce emphasis. Data processing using 2 method, such as customer satisfaction index and importance performance analysis. Recommendation defined based on that three methods. This research was helped by benchmarking method, which is used to extend analysis of importance performance analysis method. Improvement recommendation will be defined based on importance performance analysis method.*

*Based on result of importance performance analysis data processing, obtained that four attribute should be improved, five attribute should be keep up the good work, eight attribute have low priority, and two attribute should be reduced emphasis. Improvement recommendation based on analysis for every attribute on importance performance analysis method. Now, recommendation that can be defined is give priority to the problem which experienced by customer when using POS services and modern technology utilization to satisfy the customer of Kantorpos branch Asia afrika*

*Keyword : Importance Performance Analysis, Customer Satisfaction Index, PT. POS Indonesia*