

ABSTRAK

ANALISIS STRATEGI KUALITAS LAYANAN DENGAN METODE *IMPORTANCE PERFORMANCE ANALYSIS (IPA)* DI PT BNI KANTOR KAS SUTISNA SENJAYA TASIKMALAYA

Oleh:
Ayu Nuraeni
223404004

Pembimbing I : Hj. Noneng Masitoh, Ir., M.M.
Pembimbing II : Yuyun Yuniasih S.E.,M.Si

Penelitian ini bertujuan untuk menganalisis tingkat kesesuaian antara harapan dan kinerja layanan nasabah serta menentukan strategi peningkatan kualitas layanan di PT BNI Kantor Kas Sutisna Senjaya Tasikmalaya menggunakan metode *Importance Performance Analysis (IPA)*. Penelitian dilakukan dengan pendekatan kuantitatif deskriptif terhadap 76 responden nasabah aktif, dan data dianalisis menggunakan SPSS 25.0. Hasil penelitian menunjukkan rata-rata tingkat kepentingan sebesar 3,99 dan kinerja sebesar 3,06, dengan tingkat kesesuaian keseluruhan 96,6%, yang berarti kualitas layanan tergolong baik namun belum sepenuhnya memenuhi harapan nasabah. Berdasarkan hasil pemetaan IPA, atribut pada dimensi *Reliability* dan *Responsiveness* seperti kejelasan informasi, ketepatan transaksi, kecepatan pelayanan, dan kesiapan pegawai berada pada Kuadran I dan menjadi prioritas utama peningkatan. Sedangkan dimensi *Tangibles*, *Assurance* dan *Empathy* telah menunjukkan kinerja yang baik dan perlu dipertahankan. Secara keseluruhan, strategi peningkatan kualitas layanan difokuskan pada peningkatan keandalan, ketanggapan, dan profesionalisme pegawai untuk memperkuat kepuasan dan loyalitas nasabah serta menjaga citra positif BNI sebagai lembaga perbankan yang unggul dalam pelayanan.

Kata Kunci: Kualitas Layanan, *Importance Performance Analysis (IPA)*, Kepuasan Nasabah, Strategi Layanan

ABSTRACT

ANALYSIS OF SERVICE QUALITY STRATEGY USING IMPORTANCE PERFORMANCE ANALYSIS (IPA) METHOD AT PT BNI SUTISNA SENJAYA TASIKMALAYA CASH OFFICE

By:
Ayu Nuraeni
223404004

Guide I : Hj. Noneng Masitoh, Ir., M.M.
Guide II : Yuyun Yuniasih S.E.,M.Si

This study aims to analyze the level of conformity between customer expectations and service performance, as well as to determine strategies for improving service quality at PT BNI Sutisna Senjaya Tasikmalaya Cash Office using the Importance Performance Analysis (IPA) method. The research was conducted through a descriptive quantitative approach involving 76 active customer respondents, and the data were analyzed using SPSS 25.0. The results show that the average importance level is 3.99, while the average performance level is 3.06, with an overall conformity level of 96.6%, indicating that the service quality is good but has not fully met customer expectations. Based on the IPA mapping, attributes under the Reliability and Responsiveness dimensions such as clarity of information, transaction accuracy, service timeliness, and employee responsiveness are located in Quadrant I and thus become the main priorities for improvement. Meanwhile, the Tangibles, Assurance and Empathy dimensions have demonstrated good performance and should be maintained. Overall, service improvement strategies are focused on enhancing reliability, responsiveness, and employee professionalism to strengthen customer satisfaction and loyalty, as well as to uphold BNI's positive image as a leading banking institution in service quality.

Keywords: Service Quality, Importance Performance Analysis (IPA), Customer Satisfaction, Service Strategy