

ABSTRACT

Abdul Halim Hidayatullah, 2023, *Evaluation of the Quality of Customer Satisfaction Using the Importance Performance Analysis Approach (PT. Pegadaian Syariah UPS Murjani Banjarbaru)*. Thesis. Islamic Banking Study Program, Faculty of Islamic Economics and Business, Supervisor:

Keywords: *Quality of Customer Satisfaction, Importance Performance Analysis*

This research departs from the notion that the level of customer satisfaction is offset by how employees serve customers. This study aims to determine the level of customer satisfaction provided by PT. Pegadaian Syariah UPS Murjani Banjarbaru using the Importance Performance Analysis (IPA) approach

using a descriptive quantitative approach in this study to obtain an in-depth description of the object of research, namely regarding how to evaluate the level of customer satisfaction at PT. UPS Murjani Banjarbaru Sharia Pegadaian based on the Importance Performance Analysis approach at PT. Sharia UPS Murjani Pawnshop Banjarbaru

From the results of the analysis using the Importance Performance Analysis (IPA) approach, it is known that the level of customer satisfaction provided by PT. There are a number of things that need to be considered and prioritized, there are service attributes that are considered important by customers and recommended priorities for actions that can be taken to improve service quality at PT. Pegadaian Syariah UPS Murjani Banjarbaru is Assurance and responsiveness

ABSTRAK

Abdul Halim Hidayatullah, 2023, Evaluasi Kualitas Kepuasan Nasabah Dengan Pendekatan *Importance Performance Analysis* (PT. Pegadaian Syariah UPS Murjani Banjarbaru). Skripsi. Program Studi Perbankan Syariah, Fakultas Ekonomi dan Bisnis Islam, Pembimbing :

Kata Kunci : Kualitas Kepuasan Nasabah, *Importance Performance Analysis*

Penelitian ini bertolak dari pemikiran bahwa tingkat kepuasan nasabah diimbangi oleh bagaimana pelayanan karyawan terhadap nasabah, Penelitian ini bertujuan Untuk mengetahui tingkat kepuasan nasabah yang diberikan oleh PT. Pegadaian Syariah UPS Murjani Banjarbaru dengan menggunakan pendekatan Importanse Performance Analysis (IPA)

menggunakan pendekatan kuantitatif deskriptif dalam penelitian ini untuk memperoleh gambaran mendalam mengenai objek penelitian yaitu mengenai bagaimana evaluasi tingkat kepuasan Nasabah PT. Pegadaian Syariah UPS Murjani Banjarbaru berdasarkan pendekatan Importance Performance Analysis di PT. Pegadaian Syariah UPS Murjani Banjarbaru

Dari hasil analisis dengan menggunakan pendekatan Importanse Performance Analysis (IPA) maka diketahui bahwa Tingkat kepuasan nasabah yang diberikan oleh PT. Pegadaian Syariah UPS Murjani Banjarbaru terdapat beberapa hal yang perlu diperhatikan dan di prioritaskan, Terdapat Atribut pelayanan yang dianggap penting oleh nasabah dan Prioritas yang disarankan untuk tindakan yang bisa dilakukan dalam meningkatkan kualitas layanan di PT. Pegadaian Syariah UPS Murjani Banjarbaru ialah Assurance dan responsiveness