

## RINGKASAN

Penelitian ini berjudul Indeks Kepuasan Pelanggan Layanan Jasa Keuangan *Pospayment* (Pospay) di PT Pos Indonesia Kantor Cabang Utama (KCU) Purwokerto. Penelitian ini dilatarbelakangi oleh adanya layanan jasa keuangan milik PT Indonesia yaitu *Pospayment* (Pospay), yang peminatnya sangat tinggi dengan kepuasan pelanggan yang tinggi juga. Hal ini dibuktikan melalui survei kepuasan pelanggan yang dilakukan PT Pos Indonesia KCU Purwokerto, bahwa rata-rata pelanggan sangat puas dengan layanan yang diberikan oleh PT Pos Indonesia KCU Purwokerto. Tujuan dari penelitian ini adalah untuk mengukur indeks kepuasan pelanggan layanan jasa keuangan *pospayment* (pospay) di PT Pos Indonesia Kantor Cabang Utama (KCU) Purwokerto.

Penelitian ini menggunakan metode penelitian kuantitatif dengan teknik pengumpulan data melalui kuesioner dan dokumentasi. Metode analisis yang digunakan yaitu *Customer Satisfaction Index* (CSI) dan *Importance Performance Analysis* (IPA) dengan sasaran penelitian yaitu pelanggan layanan jasa keuangan *Pospayment* (Pospay) sebanyak 100 orang.

Berdasarkan hasil pengolahan data menggunakan metode *Customer Satisfaction Index* (CSI), nilai yang diperoleh yaitu sebesar 81,15% yang berarti pelanggan sangat puas terhadap kualitas layanan jasa keuangan *Pospayment* (pospay) di PT Pos Indonesia KCU Purwokerto. Sedangkan hasil pengolahan data menggunakan metode *Importance Performance Analysis* (IPA), terdapat lima atribut yang berada dalam kuadran I yang menjadi prioritas perbaikan untuk PT Pos Indonesia KCU Purwokerto.

**Kata Kunci:** *Customer Satisfaction Index* (CSI), *Importance Performance Analysis* (IPA), Kepuasan Pelanggan, Kualitas Pelayanan, Pospay

## SUMMARY

This research is entitled Customer Satisfaction Index of Pospayment Financial Services (Pospay) at PT Pos Indonesia Main Branch Office (KCU) Purwokerto. This research is motivated by the existence of a financial service owned by PT Indonesia, namely Pospayment (Pospay), which has very high demand with high customer satisfaction as well. This is proven through a customer satisfaction survey conducted by PT Pos Indonesia KCU Purwokerto, that the average customer is very satisfied with the services provided by PT Pos Indonesia KCU Purwokerto. The purpose of this study was to measure the customer satisfaction index of pospayment (pospay) financial services at PT Pos Indonesia Main Branch Office (KCU) Purwokerto.

This study uses quantitative research methods with data collection techniques through questionnaires and documentation. The analytical method used is the Customer Satisfaction Index (CSI) and Importance Performance Analysis (IPA) with the research target of 100 Pospayment (Pospay) financial service customers.

Based on the results of data processing using the Customer Satisfaction Index (CSI) method, the value obtained is 81.15%, which means that customers are very satisfied with the quality of Pospayment (pospay) financial services at PT Pos Indonesia KCU Purwokerto. While the results of data processing using the Importance Performance Analysis (IPA) method, there are five attributes that are in quadrant I which are priority improvements for PT Pos Indonesia KCU Purwokerto.

**Keywords:** Customer Satisfaction Index (CSI), Importance Performance Analysis (IPA), Customer Satisfaction, Service Quality, Pospay