

# ANALYSIS OF MEASUREMENT OF CUSTOMER SATISFACTION ON QUALITY AND SERVICE OF SUPERIOR SEED PRODUCTS IN BINTANG ASIA

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## ABSTRACT

PT Benih Citra Asia is a company engaged in agriculture, especially the seeding of food and horticultural crops which are the result of plant breeding (Plant Breeding). Measuring customer satisfaction is one of the important things to develop a company. Based on observations made at PT Benih Citra Asia, this company has measured customer satisfaction with seed dealers and users. To be able to dynamically identify and evaluate the level of customer satisfaction, a management information system is needed to measure customer satisfaction on the quality of Bintang Asia superior seed products. The dimensions used are Tangible, Reliability, Responsiveness, Assurance, Empathy. Methods that can be used to measure customer satisfaction are the Customer Satisfaction Index (CSI) and *Importance Performance Analysis* (IPA). *Customer Satisfaction Index* (CSI) calculations use the MIS, MSS, WS and WF formulas. The results of the analysis of the assessment of the level of importance and satisfaction using the customer satisfaction index (CSI) method obtained a satisfaction level or dealer customer satisfaction index score of 82.15% interpreted as Good criteria. The highest dimension is the level of interest and satisfaction, namely Tangible: 86.02% interpreted as Very Good, Assurance: 83.92% interpreted as Good, Reliability: 80.47% interpreted as Good, Empathy: 80.46% interpreted as Good, and the lowest is Responsiveness: 79.63% interpreted Borderline. And the highest dimension of interest and customer satisfaction for users is obtained from Assurance: 84.76% interpreted as Very Good, Tangible: 83.81% interpreted as Good, Reliability: 81.11% interpreted as Good, Empathy: 82.87% interpreted as Good and the lowest Responsiveness: 79.24% interpreted Borderline. The results of the analysis of dealer customer satisfaction levels and users using the *Importance Performance Analysis* (IPA) method obtained the coordinate points for 29 dealer attributes/indicators are in quadrant B/II and for 27 user attributes/indicators are in quadrant B/II, which means PT. Seed Citra Asia must be able to maintain customer satisfaction achievements for both distributors and users.

Keywords: Customer Satisfaction, Customer Satisfaction Index, Importance Performance Analysis, PT Benih Citra Asia, Superior Seed