

INTISARI

Tujuan dari penelitian ini adalah untuk mengevaluasi hasil pemeriksaan kualitas pelayanan Bank BRI Cabang Kepek yang dilakukan dengan metodologi IPA (*Importance Performance Analysis*). Teknik ini digunakan untuk menilai tingkat kinerja dan signifikansi kualitas layanan pada Bank BRI. Responden dari penelitian merupakan nasabah Bank BRI yang pernah bertransaksi di cabang Kepek dan berjumlah 100 orang. Teknik kuesioner dan penelitian kuantitatif digunakan dalam pengumpulan data penelitian ini. Alat uji IBM SPSS 26 selanjutnya digunakan untuk mengolah data yang dihasilkan guna menentukan uji validitas dan reliabilitas. Sifat-sifat yang penting juga dapat diketahui dengan menggunakan metode analisis *Importance Performance Analysis* (IPA).

Berdasarkan temuan analisis *Importance Performance Analysis* (IPA), peningkatan kinerja data atribut berikut di kuadran I dianggap sebagai prioritas tertinggi daya tanggap petugas Bank BRI, kejelasan informasi promosi, dan kecepatan layanan Bank BRI. Kuadran III menjadi prioritas kedua untuk diperbaiki yaitu ketersediaan brosur, menjalin komunikasi intens dengan nasabah, kotak saran dan kritik untuk memberikan masukan, dan desain interior ruangan Bank BRI.

Kata Kunci: IPA, Kualitas Pelayanan, Kepuasan Nasabah

ABSTRACT

The aim of this research is to evaluate the results of the service quality inspection of Bank BRI Kepek Branch which was carried out using the IPA (Importance Performance Analysis) methodology. This technique is used to assess the level of performance and significance of service quality at Bank BRI. Respondents from the research were BRI Bank customers who had made transactions at the Kepek branch and numbered 100 people. Questionnaire and quantitative research techniques were used in collecting data for this research. The IBM SPSS 26 test tool is then used to process the resulting data to determine validity and reliability tests. Important properties can also be identified using the Importance Performance Analysis (IPA) analysis method.

Based on the findings of the Importance Performance Analysis (IPA) analysis, improving the performance of the following attribute data in quadrant I is considered the highest priority for responsiveness of BRI Bank officers, clarity of promotional information, and speed of BRI Bank services. Quadrant III is the second priority for improvement, namely the availability of brochures, establishing intense communication with customers, a suggestion and criticism box to provide input, and the interior design of the BRI Bank room.

Keywords: *IPA, Service Quality, Customer Satisfaction*