



UNIVERSITAS
GADJAH MADA

Service quality assessment using importance-performance analysis to managing customer satisfaction

:: A Study of service quality perception of SME Center's member

PRATAMA, Adhi, Dr. Bambang Riyanto, S.S., M.B.A.
Universitas Gadjah Mada, 2003 | Diunduh dari <http://etu.repository.ugm.ac.id/>

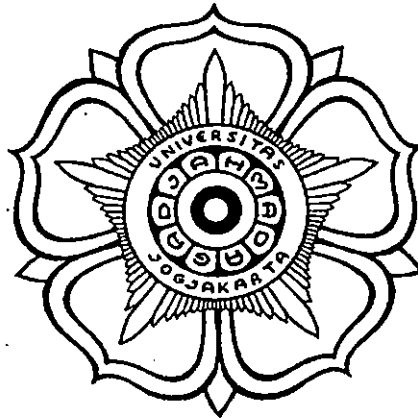
SERVICE QUALITY ASSESSMENT USING IMPORTANCE-PERFORMANCE ANALYSIS TO MANAGING CUSTOMER SATISFACTION

(A Study of Service Quality Perception of SME Center's Member)

Thesis

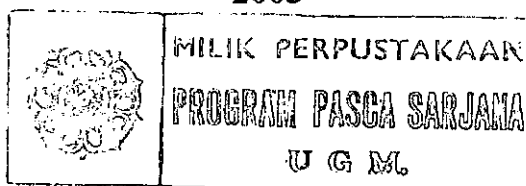
As a partial fulfillment to achieve a Master Degree

Study Program in Master of Management (Magister Manajemen)
Department of Social Sciences



Submitted by
Adhi Pratama
8385/PS/MM/01

to
**THE GRADUATE PROGRAM
GADJAH MADA UNIVERSITY
2003**





Service quality assessment using importance-performance analysis to managing customer satisfaction

:: A Study of service quality perception of SME Center's member
PRATAMA, Adhi, Dr. Bambang Riyanto LS., MBA

Universitas Gadjah Mada, 2003 | Diunduh dari <http://etd.repository.ugm.ac.id/>

Master of Management Study Program

Gadjah Mada University

AUTHORIZATION

SERVICE QUALITY ASSESSMENT USING IMPORTANCE-PERFORMANCE ANALYSIS TO MANAGING CUSTOMER SATISFACTION

(A Study of Service Qulaity Perception of SME Center's Member)

prepared and compiled by

Adhi Pratama

8385/PS/MM/01

has been defended before the Board of Examiners

on June 24, 2003

and has been declared to fulfill all requirements

Yogyakarta, June 24, 2003

Advisor

Dr. Bambang Riyanto LS, MBA

Examiner I

Dr. Hani Handoko, MBA

Examiner II

Dr. Bambang Riyanto LS, MBA