

## ABSTRACT

PT. Nufarindo is a pharmaceutical company established since April 30<sup>th</sup>, 1974 in Semarang. PT. Nufarindo is a family company which managed professionally and applied world's current management such as *The Toyota Way* and *Four Discipline Execution*. PT Nufarindo is always focusing on customer, thus PT Nufarindo gained ISO 9001:2000 certification by URS in 2002. As the evidence of focus on customer, PT Nufarindo always assure customer satisfaction by (one of) conduct customer satisfaction review yearly. This study was conducted to understand how the level of expectations of PT Nufarindo's customer and the level of performance of PT Nufarindo to the customer satisfaction. And, what factors to consider in quality of product and quality of delivery of Pt Nufarindo.

This study is field research and also explanatory research. The main data source in this study are PT Nufarindo's key customer that is distributor. This study used all of the population from 27 distributors. The data was taken from literature study and conducted a field research by spread questionnaire. The analysis technique used is the IPA (Importance of Performance Analysis).

The results of this study indicate two conclusions. First, the important factors for customer on the quality of products are Price, Packaging design, Physical performance of product and the efficacy of the product. Second, on the quality of delivery, the customers believe that performance of delivery on time, complaint handling, the precision of quantity and of goods, good's condition received, and clearly of new product's launching information are supposed to be important

(Keywords: quality of product, quality of delivery , Customer satisfaction and Importance of Performance Analysis)

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