

## ABSTRACT

**WISNU ISDIANTARA**, Analysis Of The Correspondence Between The Performance Of Services with Customer Service Interest Of Farmers Markets In The City Of Yogyakarta

Under direction by **WULANDARI DWI ETIKA RINI** and **BUDIARTO**.

This study aim to examine the effect of Reliability, Responsiveness, Assurance , Emphaty, and Tangible to Customer Satisfaction in the Farmer Market City of Yogyakarta. Hypothesis proposed from this research is: How much of the correspondence between the interests of the service performance of service to customer satisfaction farmer market. Sample of this research are from customer of farmer market in the city of Yogyakarta as many as 50 persons. Data obtained through secondary data obtained from Pasar Tani Kota Yogyakarta. Data analysis using deskriptif with table frequency and importance performance analysis (IPA) Service Quality Performance Levels Farmers Market in Yogyakarta, Central Office Department of Agriculture in general is very good it can be seen from the average value of the Service Quality Performance has a weight of 3.03 on a scale of 1-4 . When viewed from the 20 dimensional shape obtained excellent category also where each has a value greater 2. The performance of the service provided (performance ) with the importance of services rendered (importance ) has a fairly high level of fitness , which in total was obtained average conformance of 89.96 % , of the average value of the expectations that have a weight of 3.37 .

keywords : Reliability, Assurance, Tangible, Emphaty, Responsiveness