

ABSTRAK

Menyediakan pelayanan yang baik menjadi hal sewajarnya untuk pelanggan, sebab pelanggan akan menilai baik buruknya pengalaman yang diterima saat melakukan pembelian maupun sesudah pembelian. Begitu pun toko Jaya Bearing yang bergerak dalam bidang penjualan aneka *spare part* maupun perkakas otomotif lainnya. Toko tersebut salah satu distributor sekaligus *supplier* yang memenuhi kebutuhan pelanggannya. Tentunya kesan baik maupun kurang baik dari pelanggan ditemukan. Adapun beberapa keluhan seperti pemesanan terlalu lama, sulitnya berkomunikasi, dsb. Sehingga diperlukannya analisis mengenai tingkat kepuasan pelanggan pada dimensi kualitas pelayanan berdasarkan pelayanan yang diterima dan diharapkan oleh pelanggan Jaya Bearing dengan metode SERVQUAL & IPA. Adapun pengukuran melalui hasil penyebaran kuesioner dengan 22 atribut pertanyaan yang digunakan, sebanyak 30 data digunakan untuk pengujian instrumen yang bertujuan mengetahui kelayakan instrumen dengan hasil masing-masing atribut valid & reliabel. Selanjutnya dalam hasil pengolahan data, metode SERVQUAL memperoleh nilai rata-rata kualitas pelayanan sebesar (0,939) diartikan $(Q) < 1$ pelayanan belum memenuhi harapan pelanggan dengan *score gap* terbesar pada dimensi *responsiveness* sebesar (-0,372) dan atribut terbesar pada RP1 (-0,450). Selanjutnya pada hasil pengolahan metode IPA mendapatkan atribut-atribut dalam kuadran A (RP1, RP3, RL1, RL2, A1, E3, E4) yang paling memerlukan perbaikan atau evaluasi pelayanan agar kepercayaan pelanggan dapat meningkat serta perusahaan mendapat respon yang positif.

Kata kunci : daya tanggap penjual, *importance performance analysis*, kepuasan pelanggan, kualitas pelayanan, *SERVQUAL*, toko jaya bearing.

ABSTRACT

Providing good service becomes a natural thing for customers, because customers will judge the good and bad experiences received when making a purchase and after purchase. Likewise Jaya Bearing shop which is engaged in the sale of various spare parts and other automotive tools. The store is one of the distributors as well as suppliers who meet the needs of its customers. Of course, good and bad impressions from customers are found. As for some complaints such as ordering too long, difficulty communicating, etc. So it is necessary to analyze the level of customer satisfaction on the dimensions of service quality based on the services received and expected by Jaya Bearing's customers with the SERVQUAL & IPA method. As for the measurement through the results of distributing questionnaires with 22 question attributes used, as many as 30 data were used for instrument testing which aims to determine the feasibility of the instrument with the results of each attribute being valid & reliable. Furthermore, in the results of data processing, the SERVQUAL method obtains an average value of service quality of (0.939) which means $(Q) < 1$ service has not met customer expectations with the largest score gap on the responsiveness dimension of (-0.372) and the largest attribute at RP1 (-0.450). Furthermore, the results of processing the IPA method get the attributes in quadrant A (RP1, RP3, RL1, RL2, A1, E3, E4) that most need improvement or service evaluation so that customer trust can increase and the company gets a positive response.

Keywords : *seller responsiveness, importance performance analysis, customer satisfaction, service quality, SERVQUAL, jaya bearing store.*