

ABSTRAK

Penelitian ini dilatar belakangi oleh kurangnya kepuasan pelanggan pada bengkel sepeda motor Dealer Yamaha Fortuna. Hal ini disebabkan oleh masalah yang ada dalam penelitian, seperti bukti fisik seperti ruang tunggu yang kurang memadai karena lokasinya yang sangat minimalis serta banyaknya pelanggan yang berdatangan dan hanya ditempatkan pada satu tempat di depan area *service*, sehingga membuat para konsumen merasa tidak nyaman. Keandalan seperti layanan yang sudah dijanjikan kurang sesuai dengan harapan pelanggan.

Metode yang digunakan dalam penelitian ini yaitu menggunakan metode *Service Quality (Servqual)*. Hasil yang didapat adalah pengukuran kepuasan pelanggan dilakukan terhadap lima dimensi jasa yaitu reabilty, assurance, responsiveness, empathy, dan tangible. Dari hasil pengukuran diketahui nilai rata-rata aktual performance jasa yang diterima sebesar 3,93 dengan nilai rata-rata harapan pelanggan yaitu sebesar 3,99 sehingga terdapat gap pelayanan sebesar – 0,07. Dari gap tersebut masing-masing atribut dikelompokkan menjadi empat kuadrat berdasarkan prioritas perbaikan dengan menggunakan diagram IPA (*Importance Performance Analysis*). Kuadran I merupakan kuadran yang perlu diprioritaskan perbaikannya yaitu proses dan penyelesaian klaim. Kuadran II berisi atribut yang harus dipertahankan pelayanannya yaitu keamanan dalam berasuransi. Atribut III berisi kuadran yang perlu dipertimbangkan untuk perbaikan karena tidak terlalu mempengaruhi kepuasan pelanggan yaitu kelengkapan brosur dan kebersihan kantor. Atribut IV berisi atribut yang tidak perlu diperbaiki.

Kata Kunci: Kepuasan pelanggan, Kualitas Servis, Diagram IPA

ABSTRACT

This research is motivated by the lack of customer satisfaction at the Yamaha Fortuna Dealer motorcycle repair shop. This is due to the problems in the research, such as physical evidence such as an inadequate waiting room due to its very minimalist location and the large number of customers who arrive and are only placed in one place in front of the service area, thus making consumers feel uncomfortable. Reliability such as the service that has been promised is not in line with customer expectations.

The method used in this study is to use the Service Quality (Servqual) method. The results obtained are the measurement of customer satisfaction is carried out on five service dimensions, namely reliability, assurance, responsiveness, empathy, and tangible. From the measurement results, it is known that the actual average value of service performance received is 3.93 with the average value of customer expectations which is 3.99 so that there is a service gap of - 0.07. From the gap, each attribute is grouped into four squares based on the priority of improvement using the IPA (Importance Performance Analysis) diagram. Quadrant I is a quadrant that needs to be prioritized for improvement, namely the process and settlement of claims. Quadrant II contains attributes that must be maintained, namely security in insurance. Attribute III contains quadrants that need to be considered for improvement because it does not really affect customer satisfaction, namely the completeness of brochures and office cleanliness. Attribute IV contains attributes that do not need to be fixed.

Keyword: customer satisfaction, Service Quality, Diagram IPA