

ABSTRAK

Dealer motor Honda “Cemara Agung” berada di jalan raya Kosambi No. 9 Rt 10/9, desa Duren, kecamatan Klari, kabupaten Karawang, Jawa Barat, melayani penjualan segala jenis motor Honda, penjualan aksesoris untuk motor, aksesoris untuk pengendara, penjualan *sparepart*, dan pelayanan servis motor. Jumlah pengunjung *dealer* pada tahun 2021 terlihat fluktuatif dan ringkasan ulasan penilaian pengunjung terhadap kinerja *dealer* (bintang 1–5) juga menunjukkan bahwa sebagian besar pengunjung merasa puas dengan kinerja *dealer*, akan tetapi terlihat pula sebagian kecil pengunjung yang merasa kecewa. Hal tersebutlah yang melatarbelakangi penulis untuk melakukan penelitian. Penelitian yang dilakukan adalah untuk mengetahui tingkat kepuasan para pelanggan *dealer*, serta *countermeasure* yang dapat dilakukan oleh pihak *dealer* untuk meningkatkan kualitas. Untuk mengetahui tingkat kepuasan pelanggan, dilakukan analisis terhadap 20 atribut dari 5 dimensi kualitas layanan (*tangible*, *reliability*, *responsiveness*, *assurance*, dan *empathy*) menggunakan metode *Importance Performance Analysis* (IPA) dan Kano. Hasil analisis menjelaskan terdapat 12 atribut yang perlu bengkel pertahankan kinerjanya dan 8 atribut yang perlu tingkatkan kinerjanya. Hal tersebut menjelaskan bahwa masih adanya ketidakpuasan pelanggan terhadap kinerja bengkel.

Kata kunci : kualitas, *Importance Performance Analysis* (IPA), Kano, kepuasan pelanggan

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ABSTRACT

The Honda motorbike dealer "Cemara Agung" is on Jalan Raya Kosambi No. 9 Rt 10/9, Duren village, Klari sub-district, Karawang district, West Java, selling all types of Honda motorbikes, accessories for motorbikes, accessories for riders, spare parts, and servicing motorbikes. The number of dealer visitors in 2021 seems to fluctuate and the summary review of visitor ratings of dealer performance (1–5 stars) also shows that most visitors are satisfied with the dealer's performance, however, a small number of visitors are also seen who are disappointed. This is what prompted the author to conduct research. The research was conducted to determine the level of satisfaction of dealer customers, as well as countermeasures that can be carried out by dealers to improve quality. To determine the level of customer satisfaction, 20 attributes were analyzed from 5 dimensions of service quality (tangible, reliability, responsiveness, assurance, and empathy) using the Importance Performance Analysis (IPA) and Kano methods. The results of the analysis explain that there are 12 attributes that the workshop needs to maintain its performance and 8 attributes that it needs to improve its performance. This explains that there is still customer dissatisfaction with the performance of the workshop.

Keywords : Quality, Importance Performance Analysis (IPA), Kano, Customer Satisfaction

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