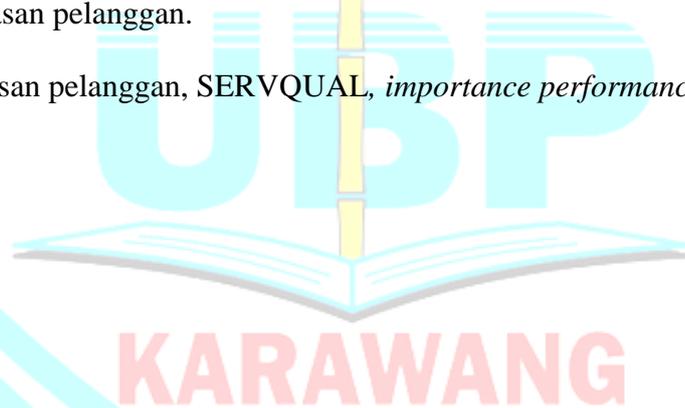


ABSTRAK

Penelitian ini bertujuan untuk menganalisis kualitas pelayanan di Kero Apparel dengan menggunakan metode SERVQUAL dan Importance Performance Analysis (IPA). Metode SERVQUAL digunakan untuk mengukur kesenjangan antara harapan dan persepsi konsumen terhadap lima dimensi kualitas pelayanan, yaitu reliability, responsiveness, assurance, empathy, dan tangible. Sedangkan metode IPA digunakan untuk mengidentifikasi atribut yang menjadi prioritas perbaikan maupun yang perlu dipertahankan. Data dikumpulkan melalui penyebaran kuesioner kepada 76 responden yang merupakan pelanggan Kero Apparel. Hasil penelitian menunjukkan bahwa seluruh dimensi memiliki nilai kualitas pelayanan (Q) kurang dari 1, yang berarti kualitas pelayanan belum memenuhi harapan pelanggan. Tiga atribut masuk ke dalam kuadran I (prioritas utama) yaitu perhatian terhadap keinginan konsumen, ketersediaan lahan parkir yang layak, dan kenyamanan ruang tunggu. Berdasarkan hasil tersebut, disarankan agar perusahaan segera melakukan perbaikan terhadap atribut-atribut tersebut untuk meningkatkan kepuasan pelanggan.

Kata Kunci: Kepuasan pelanggan, SERVQUAL, *importance performance analysis*



ABSTRACT

This study aims to analyze the service quality at Kero Apparel using the SERVQUAL and Importance Performance Analysis (IPA) methods. The SERVQUAL method is used to measure the gap between customer expectations and perceptions across five service quality dimensions: reliability, responsiveness, assurance, empathy, and tangible. Meanwhile, the IPA method identifies attributes that are priorities for improvement or should be maintained. Data were collected through a questionnaire distributed to 76 respondents who are customers of Kero Apparel. The results show that all dimensions have a service quality (Q) value of less than 1, indicating that the service quality does not meet customer expectations. Three attributes fall into quadrant I (top priority), namely attention to customer needs, availability of proper parking space, and comfort of the waiting area. Based on these findings, the company is advised to immediately improve these attributes to enhance customer satisfaction.

Keywords: *Customer satisfaction, SERVQUAL, importance performance analysis*

