

Analisis Kualitas Layanan *Online Shop* Blackdoff Dengan Metode Service Quality

(Blackdoff Online Shop Service Quality Analysis With Service Quality Method)

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ABSTRACT

Blackdoff is a trade mark engaged in the sale of HP accessories. Blackdoff's business is run online based on e-commerce and websites, however, when compared to sales in other e-commerce owned by Blackdoff, sales on the website are minimal. The purpose of this study is to measure service quality on the Blackdoff website using the service quality method using 5 dimensions, namely Tangibles, Reliability, Responsiveness, Assurance, and Empathy. From the results of the application of the servqual method, the level of customer satisfaction is obtained based on the calculation of the value of the gap between perceptions and expectations. It was found that the Blackdoff online shop service factor that needs to be improved is the T7 variable or Tangibles dimension on the variable 7 questionnaire with the largest GAP value of -0.39, namely "The website maintenance process does not interfere with product ordering transactions". Which can be interpreted that during website maintenance the customer feels disturbed when making transactions. And the highest level of consumer satisfaction in the system based on the value of the gap between perceptions and expectations with a GAP value of -0.17 on the E2 variable or the Empaty dimension on the questionnaire variable 28. Consumers are satisfied with the quality of service. user friendly". Consumers feel that these variables are in accordance with consumer needs for the Blackdoff online shop website.

Keyword : *Analysis, Service Quality, Service quality*