Service Quality Analysis Using Service Quality And Importance Performance Analysis Methods At Rumah Makan Geprek Alula Semboro

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ABSTRACT

The increasingly fierce competition in building a restaurant business in Indonesia requires every business actor, including the Geprek Alula Restaurant, to continue to improve the quality of their services. The purposes of this study was to analyze the level of service quality of Geprek Alula customers using the servqual method and to determine the priority of improving the service quality of Geprek Alula Restaurant using the Importance Performance Analysis Method. This research is quantitative research with a descriptive approach. The population in this study were customers of Geprek Alula Restaurant. The sampling method used is accidental sampling with 80 customers as respondents. This study uses the SERVQUAL method with five service dimensions, namely tangible, reliability, responsiveness, assurance, and empathy. Then, the IPA (Importance Performance Analysis) method is also used to determine the priority of each attribute. Based on research, it shows that the highest GAP is in the empathy dimension with a GAP of 0.44 (negative) and there are five attributes are in quadrant I which have the highest priority for improvement, including the attributes of the waitress being neatly and cleanly dressed, having a comfortable room and attractive decoration, ease of doing transactions, waiters prioritize the interests of consumers, waiters provide services regardless of the status or position of consumers.

Keywords*: SERVQUAL, Importance Performance Analysis, Service Quality*