

## ABSTRAK

Persaingan yang ketat di sektor jasa pelatihan bidang pertambangan mendorong PT Edublast Teknologi Indonesia untuk terus mengembangkan dan memperbaiki desain layanan pelatihannya agar tetap kompetitif. Desain layanan pelatihan ini diperlukan untuk memberikan layanan dan pelatihan yang relevan untuk sumber daya manusia di sektor pertambangan. Namun, terdapat kelemahan pada layanan Edublast, seperti rendahnya retensi pelanggan, keluhan mengenai jadwal yang tidak tepat waktu, kurang sigapnya pelayanan, dan harga yang dinilai cukup tinggi. Penelitian ini bertujuan untuk mengidentifikasi persepsi dan harapan pelanggan menggunakan lima dimensi SERVQUAL, merumuskan dan memprioritaskan atribut kualitas layanan melalui *Importance-Performance Analysis* (IPA), serta memberikan usulan perbaikan menggunakan *House of Quality*. Penelitian ini menggunakan metode survei untuk mengumpulkan data dari pelanggan dan wawancara dengan manajemen untuk memahami akar masalah dan memberikan respon teknis terhadap kebutuhan pelanggan. Hasil analisis SERVQUAL menunjukkan bahwa hampir semua atribut layanan Edublast memiliki nilai GAP negatif, dengan kesenjangan terbesar pada atribut jadwal pelatihan dijalankan tepat waktu (GAP -0.70), yang mengindikasikan ketidakpuasan signifikan pelanggan. Selain itu, atribut seperti layanan sesuai kebutuhan pelanggan dan respon cepat staf juga menunjukkan kesenjangan yang signifikan. Melalui *Importance-Performance Analysis*, atribut dalam Kuadran I (*Top Priority*), seperti ketepatan jadwal pelatihan, diidentifikasi sebagai prioritas utama untuk diperbaiki. Atribut dalam Kuadran II (*Keep Up the Good Work*), seperti kompetensi pengajar dan komunikasi yang baik, harus dipertahankan sebagai keunggulan utama. Kuadran III (*Low Priority*) menunjukkan atribut dengan dampak kecil terhadap kepuasan, seperti perhatian individual, sedangkan Kuadran IV (*Possible Overkill*) mencakup atribut dengan kinerja tinggi tetapi tingkat kepentingan rendah, seperti keamanan transaksi. Rekomendasi perbaikan yang diusulkan melalui *House of Quality* mencakup pengelolaan jadwal pelatihan yang lebih terstruktur, optimalisasi sistem manajemen informasi, publikasi kalender pelatihan tahunan, dan implementasi sistem respons cepat berbasis *omnichannel*. Penyesuaian materi pelatihan dengan standar industri terkini, penguatan kompetensi pengajar, dan pendekatan berbasis kompetensi juga diusulkan untuk meningkatkan kualitas layanan. Dengan strategi ini, Edublast diharapkan dapat meningkatkan kepuasan pelanggan, memperbaiki retensi pelanggan, serta memperkuat posisinya sebagai penyelenggara pelatihan unggulan di sektor pertambangan.

Kata Kunci : kualitas layanan, pelatihan pertambangan, SERVQUAL, *Importance-Performance Analysis*, *House of Quality*

## ABSTRACT

*Intense competition in the mining training services sector encourages PT Edublast Teknologi Indonesia to continue to develop and update its training service design to remain competitive. This training service design is needed to provide relevant services and training for human resources in the mining sector. However, there are weaknesses in Edublast's services, such as low customer retention, complaints about untimely schedules, lack of service, and the price is considered quite high. This study aims to identify customer perceptions and expectations using the five dimensions of SERVQUAL, formulate and prioritize service quality attributes through Importance-Performance Analysis (IPA), and provide suggestions for improvement using the House of Quality. This research uses a survey method to collect data from customers and interviews with management to understand the root of the problem and provide technical responses to customer needs. The results of the SERVQUAL analysis show that almost all Edublast service attributes have negative GAP values, with the largest gap in the attribute of the training schedule being run on time (GAP -0.70), which indicates significant customer dissatisfaction. In addition, attributes such as service according to customer needs and quick response of staff also showed significant gaps. Through Importance-Performance Analysis, attributes in Quadrant I (Top Priority), such as the accuracy of the training schedule, are identified as top priorities for improvement. Attributes in Quadrant II (Keep Up the Good Work), such as instructor competence and good communication, should be maintained as top priorities. Quadrant III (Low Priority) indicates attributes with little impact on satisfaction, such as individualized attention, while Quadrant IV (Possible Overkill) includes attributes with high performance but low importance, such as transaction security. Improvement recommendations proposed through the House of Quality include more structured management of training schedules, optimization of information management systems, publication of an annual training calendar, and implementation of an omnichannel-based rapid response system. Adjustment of training materials to the latest industry standards, strengthening of lecturer competencies, and a competency-based approach are also proposed to improve service quality. With this strategy, Edublast is expected to increase customer satisfaction, improve customer retention, and strengthen its position as a leading training provider in the mining sector.*

*Keyword: service quality, mining training, SERVQUAL, Importance-Performance Analysis, House of Quality*