

## INTISARI

Berkembangnya olahraga futsal di Indonesia menciptakan bisnis penyewaan jasa lapangan futsal. DYO FUTSAL adalah salah satu penyedia jasa penyewaan lapangan futsal di Kulon Progo, Yogyakarta. Banyaknya pesaing dan keluhan dari pelanggan memicu perlunya peningkatan kualitas pelayanan DYO FUTSAL. Penelitian bertujuan untuk mengetahui tingkat kualitas pelayanan dan menentukan prioritas atribut kualitas pelayanan DYO FUTSAL. Penelitian ini menggunakan metode SERVQUAL dan *Importance Performance Analysis* (IPA) untuk mengukur kualitas pelayanan DYO FUTSAL. Hasil dari penelitian menunjukan seluruh dimensi kualitas pelayanan DYO FUTSAL belum mampu memenuhi harapan pelanggan.

**Kata kunci:** Futsal, kualitas pelayanan, *SERVQUAL*, *Importance Performance Analysis*.

## ABSTRACT

*The development of futsal sports in Indonesia creates a futsal field rental business. DYO FUTSAL is one of the futsal field rental service providers in Kulon Progo, Yogyakarta. The number of competitors and complaints from customers triggered the need to improve the quality of DYO FUTSAL service. This research aims to determine the level of service quality and determine the priority of service quality attribute DYO FUTSAL. This research uses SERVQUAL method and Importance Performance Analysis (IPA) to measure DYO FUTSAL service quality. The results of the research showed the dimensions of service quality DYO FUTSAL has not been able to meet customer expectations.*

**Key words:** Futsal, service quality, SERVQUAL, Importance Performance Analysis.