

INTISARI

ANALISIS KUALITAS PELAYANAN TOKO *SEVEN SHOP* MENGGUNAKAN *GAP ANALYSIS* DAN *IMPORTANCE-PERFORMANCE ANALYSIS*

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Penelitian ini bertujuan untuk mengetahui kesenjangan (*gap*) antara kualitas pelayanan yang dirasakan dengan kualitas pelayanan yang diharapkan pelanggan dan untuk mengetahui dimensi pelayanan apa yang penting dan tidak penting menurut pelanggan, serta bagaimana penilaian pelanggan mengenai kinerja pelayanan toko *Seven Shop*. Variabel yang diteliti adalah kualitas pelayanan. Dalam penelitian ini, dimensi kualitas pelayanan yang digunakan adalah SERVQUAL, yang meliputi *tangibles*, *reliability*, *responsiveness*, *assurance*, dan *empathy*.

Jenis penelitian dikategorikan sebagai penelitian survei. Populasi dalam penelitian ini adalah pelanggan toko *Seven Shop*, yaitu orang yang pernah melakukan transaksi dengan toko *Seven Shop*. Jumlah sampel yang diambil untuk penelitian ini sebanyak 100 responden. Metode penarikan sampel yang digunakan dalam penelitian ini *non-probability sampling* dengan teknik *purposive sampling*. Teknik pengumpulan data yang digunakan adalah dengan kuesioner. Uji instrumen penelitian menggunakan Analisis Faktor untuk uji validitas dan *Cronbach Alpha* untuk uji reliabilitas. Metode analisis data yang digunakan adalah *Gap Analysis* dan *Importance-Performance Analysis*.

Hasil analisis *gap* menunjukkan bahwa dimensi kualitas pelayanan yang memiliki *gap* paling besar adalah *tangibles*, sedangkan dimensi kualitas pelayanan yang memiliki *gap* paling kecil adalah *reliability*. Hasil *Importance-Performance Analysis* menunjukkan bahwa faktor-faktor yang paling penting namun belum memberikan kepuasan kepada pelanggan *Seven Shop* meliputi tiga faktor, yaitu kelengkapan dan kesiapan perlengkapan yang dipakai (tas, nota dan lain-lain) (*Tangibles* 3), tindakan yang cepat pada saat pelanggan membutuhkan (*Responsiveness* 3), dan pelayanan tanpa membedakan status, pekerjaan dan lain-lain. (*Empathy* 3).

Kata kunci: kualitas pelayanan, kepuasan pelanggan

ABSTRACT

ANALYSIS OF SERVICE QUALITY OF *SEVEN SHOP* CELLPHONE STORE USING GAP ANALYSIS AND IMPORTANCE-PERFORMANCE ANALYSIS

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This research is aimed to analyze the inequality (*gap*) between service quality perceived by customers and service quality expected by customers, and also to find out the dimensions of service of *Seven Shop* Cell phone Store which are considered as important and not important according to the customers' perception. The variable analyzed in the research is service quality. The dimensions of service quality used in the research are based on the theory of SERVQUAL, which consist of tangibles, reliability, responsiveness, assurance, and empathy.

This research is categorized as survey research, which are using the customers of *Seven Shop* Cell phone Store as the population. The sample size is 100 respondents. The sampling method carried out for selecting the respondents is based on non-probability sampling, i.e. *purposive sampling*. Respondents are selected according to specific characteristic that is every person who had been encountered a transaction in *Seven Shop* Cell phone Store at least once time. The data of the research is collected by using questionnaire Factor Analysis and *Cronbach Alpha* are used to examine the validity and reliability of the data. *Gap Analysis* and *Importance-Performance Analysis* are used as the data analyzing method.

The result of the *Gap Analysis* shows that dimension of *tangibles* is the dimension of service quality which has the largest gap among others, while *reliability* is the dimension of service quality which has the smallest gap. The result of *Importance-Performance Analysis* shows that the factors of service quality which were considered as the most important but had not given the satisfaction toward the customers of *Seven Shop* Cell phone Store are the readiness of the shop's utensils and equipments (bag, invoice and others) (*Tangibles* 3), quick action for the customer (*Responsiveness* 3), and service without discriminating the customers background (*Empathy* 3).

Keywords: service quality, customer satisfaction