

ABSTRACT

Currently fast food has become a lifestyle of people in the world, because in addition to affordable prices, fast food easy to process, fast and practical. The purpose of this research is to know the level of reality, expectation and level of GAP quality of service at KFC Buah Batu by using method of Importance Performance Analysis.

This research uses quantitative descriptive analysis method and using analysis performance importance analysis technique. The method of Importance Performance Analysis is used to see the variable quality of service which has been good and has met the expectations of consumers and the variable quality of service which still needs to be improved so that the company can develop strategies to improve consumer's powers. The number of samples used are 100 respondents who are consumers of KFC Buah Batu

Conclusion in this research level of perception (reality) of consumer to service quality of KFC equal to 81,9% enter into good category by consumer. At the level of consumer expectations of service quality KFC obtained results of 92.9% and categorized very important for consumers. Based on the result of the reduction between the average score of reality level with the average score of expectation level obtained GAP score where all items statement in each dimension has a negative score. This shows that the real level of performance is still below consumer expectations. There are six attributes that KFC must improve and improve in order to make consumers satisfied with the quality of KFC services.

Keyword: Service Quality, Importance Performance Analysis