

ABSTRACT

This research was conducted to analyze the service quality using the importance-performance analysis (IPA) method in Warunk Upnormal Jalan Riau Bandung. The purpose of this study was to determine customer expectations for service quality dimensions Warunk Upnormal Jalan Riau Bandung, to find out the performance of service quality dimensions Warunk Upnormal Jalan Riau Bandung and to find out what aspects need to be improved in improving service quality dimensions at Warunk Upnormal Jalan Riau Bandung.

This study uses quantitative methods with descriptive research types. Sampling is done by non-probability sampling method type of incidental sampling, with the number of respondents as many as 100 people. Data analysis techniques used are descriptive analysis, gap analysis (GAP) and importance-performance analysis (IPA).

Based on the results of the descriptive analysis test, it is known that customer expectations for service quality dimensions Warunk Upnormal Jalan Riau Bandung are in the important category with a percentage of 82.8%. While the reality of service quality dimensions Warunk Upnormal Jalan Riau Bandung is in the satisfied category with a percentage of 78%. These results indicate that there is a gap between customer expectations and the performance given, based on the results of the gap analysis obtained by a gap of -0.49. Then based on the results of importance-performance analysis (IPA), the aspects that must be improved are on the dimensions of empathy and responsiveness.

Conclusion of this study, the quality of service at Warunk Upnormal Jalan Riau Bandung is in a good category, but there are several attributes that need to be improved such as Warunk Upnormal servants can help resolve customer complaints and up-to-date warunk waiters are fast at serving customers.

Keywords: *service quality, importance-performance analysis (IPA), tangible, empathy, reliability, responsiveness, and assurance.*

