

## ABSTRACT

The purpose of this research is to study how the service quality of The Tjoekoer's barbershop is based on five dimensions of service quality, namely Tangibles, Empathy, Responsiveness, Reliability, and Assurance. Then, how is the gap between customer expectations (Expected) with the perception of services received by customers (Perception). Then, what are the service attributes that are considered important by the customer in order to analyze the priority actions that can be taken to improve the quality of The Tjoekoer's barbershop service.

This research is a quantitative descriptive study with a user-approach, that the quality of a business depends on the people who view it, so that the service that best satisfies one's preferences is a high-quality service. The sampling technique in this study uses *Non-Probability Sampling* with the sampling type of *purposive sampling*. The research sample, consisting of 100 people (*anonymously*), was selected by means of the *purposive sampling*. The data were collected by questionnaires and interviews. The analysis used in this research was the Gap Analysis and Importance-Performance Analysis (IPA).

The results of the study can be concluded from the analysis of the suitability level between performance and importance and the analysis of the gap between customer expectations with the service received by the customer based on the dimensions of service quality at The Tjoekoer's barbershop is good, can be seen from the overall score percentage of the suitability level analysis of 82 % in serving customers and meeting customer expectations as service users. Then, the results obtained from the gap analysis show an average of  $<-1$  (by getting a value of  $-0.65$ ), so it can be concluded that the services provided by The Tjoekoer's barbershop are already good despite getting negative results. However, there must still be priority in terms of improvement, meaning that the customer considers that some service attributes are still not in line with expectations (seen from the results of the gap analysis that each service attribute in each dimension gets a negative value). Overall, the average value of importance ( $3.60$ )  $>$  from the average level of performance ( $2.98$ ), where  $\text{Expected Service} > \text{Perceived Service}$ . Then, based on the mapping illustrated through the Cartesian diagram, there are two attributes that are considered important by the customer and need priority action (quadrant I). Next, the evaluation or improvement of the mapping results through the Importance-Performance Analysis, concluded that the Tangibles dimension is the lowest dimension and needs priority corrective actions.

Keywords: Service Quality, Gap Analysis, Importance-Performance Analysis