

## **ABSTRACT**

*The growth of the digital market in Indonesia is increasing along with the rapid growth in the number of internet users (Google & Temasek Holding, 2018). This has led to the emergence of a business field that is engaged in technology. One of the business fields is startup, startup is a business that is quite in demand in Indonesia (Sahara, 2020). One of these startups is Icomits, this startup was founded in 2015 in West Java. The large number of competitors requires Icomits to be able to survive in a competitive market. But, due to the revenue target in the past year has never been achieved, and complaints from existing services require Icomits to identify service needs with the aim of improving service quality which has an impact on increasing customer satisfaction.*

*This study aims to identify the attributes of Icomits service needs based on the integration of SERVQUAL and Importance Performance Analysis method. The SERVQUAL dimension is used to get the voice of the customer which then becomes the service attribute of Icomits. SERVQUAL will also produces a gap score between the level of performance and the level of expectations from customers so that it is known which attributes have not met customer expectations. In addition, the average value of each attribute will be the input to produce attribute classification on the IPA diagram.*

*Based on the calculation of the gap, it is known that all attributes are negative, therefore an analysis of the importance of performance is carried out which will show the priority of attributes that need to be improved. Based on the integration of SERVQUAL and Importance Performance Analysis 20 attributes of needs were obtained, and seven priority attributes of service needs were to improve their performance and identify recommendations.*

**Keywords— [SERVQUAL, IMPORTANCE PERFORMANCE ANALYSIS, SERVICE QUALITY, CUSTOMER SATISFACTION]**