

ABSTRACT

Service quality plays a crucial role in determining customer satisfaction, especially in the service and procurement sectors. This study focuses on PT Bheta Yard Nusantara, a contracting company facing challenges in maintaining optimal service quality due to issues such as supply chain management, rising raw material costs, and intense industry competition. By understanding the importance of service quality, the company can enhance customer relationships and improve its competitive position in the market.

This study employs the Importance Performance Analysis (IPA) method to evaluate service quality attributes based on customer perceptions and expectations. Primary data were collected through questionnaires, analyzing service quality dimensions such as reliability, responsiveness, assurance, empathy, and tangibles. The analysis identifies service attributes that require prioritized improvements.

The findings reveal gaps between expectations and actual performance in several attributes, impacting overall customer satisfaction. Based on the analysis, strategic recommendations are proposed for PT Bheta Yard Nusantara to improve service quality, strengthen customer loyalty, and maintain competitiveness. Implementing these recommendations is expected to help the company achieve better business sustainability in a competitive market.

Keywords: Service Quality, Customer Satisfaction, Importance Performance Analysis (IPA), Customer Loyalty, Service Quality Dimensions, Supply Chain Management, Service Improvement Strategies