

ABSTRACT

There are a decrease number of visitors who happened to Kickfest event in Bandung. This is thought to be caused by a variety of strategic changes, one of which is a location change. Lot of visitors think that Kickfest 2014 much better than before. The result of the Kickfest's survey also showed that visitors have a high interest to revisit on the next Kickfest (2015). However, there are many visitors who have some complaints for the event. In addition, as an annual event, certainly needed improvement of the quality on the next Kickfest.

This research aims to determine the visitor's assessment of event service quality on Kickfest 2015 in Bandung City. In addition, by using IPA technique, this research will also show what attributes can be maintained, repaired and reduced priority for repair, so that Kickfest's organizing committee can improve the quality of the event Kickfest.

The method used is quantitative descriptive, by using TKI and IPA as data analysis techniques. Data collecting use accidental sampling to Kickfest's twitter followers, with amount of sample are 385 people.

Overall, the results showed that performance that has been done by the Kickfest's organizing committee couldn't yet meet the expectations of visitors, although there are some items which have TKI values above 100%. While based on the analysis of IPA, there are 9 items that performance can be maintained, 4 items a top priority to be repaired, 8 items becomes the next priority, and the remaining items can be reduced priority for repair.

Based on the research result, suggested for the Kickfest's organizing committee to focus on items that are in Quadran 1 first, which has a high level of importance value. These items include location accessible, ticket price, comfortable and cleanliness on the location.

Keyword: Kickfest, event service quality, Importance Performance Analysis