

ABSTRACT

This research was conducted to improve the quality of service for Eduplex Coworking Space Bandung. The purpose of this study was to determine the service attributes needed by consumers Eduplex Coworking Space Bandung, technical characteristics obtained based on customer needs, and appropriate recommendations in improving the quality of service Eduplex Coworking Space Bandung.

This study uses a combination method with descriptive research types. Sampling is done by non-probability sampling method type of purposive sampling, with the number of respondents as many as 100 people. The data analysis technique used is the SERVQUAL, IPA (Importance Performance Analysis), QFD (Quality Function Deployment) method.

Based on the calculation of SERVQUAL and IPA methods, there are 8 service attributes that are used as input as customer needs. Based on customer needs, 10 technical characteristics were obtained in response to Eduplex Coworking Space Bandung. Based on the results of house of quality, recommendations are obtained in the form of a priority sequence of technical characteristics that need to be done first, namely: (1) R8; (2) R9; (3) R6; (4) R7; (5) R2; (6) R3; (7) R5; (8) R1; (9) R10; and (10) R4.

Keywords: Service quality, SERVQUAL, IPA, QFD