

ABSTRACT

Every organization or company definitely has goals and targets that are set to be achieved. With clear goals and targets, an organization or company will be able to realize the vision and mission that have been previously set. One way to achieve these goals and targets is to improve service quality. LPG is a fuel in the form of liquefied petroleum gas (Liquified Petroleum Gasses) and is an environmentally friendly petroleum product and is widely used by households and industry. In 2016, total gas consumption in Indonesia reached 6.67 million metric tons. Where 4.42 million metric tons (about 66.3%) are still imported and 2.24 million metric tons are domestic production. The Ina LPG Gas Base is one of the subsidized 3 kg LPG bases for the City of Serang area. Pangkalan Gas Ina cannot sell products according to the target, sales are always below target so Pangkalan Gas Ina gets quite a lot of potential loss. Therefore, some data is made that can find out what causes the target is not achieved. Based on customer complaint data and other supporting data, the root cause of the problem is not achieving sales targets. The quality of employee service to customers is a major problem so that it is necessary to improve service quality using the Service Quality method with the Importance Performance Analysis tool. Based on data processing, there are five attributes included in quadrant one, namely the concentrate here quadrant. There are 5 dimensions included in quadrant 1 (concentrate here), namely employees who are communicative to consumers, employees have good ethics in serving customers, employees respond to consumer complaints, employees serve customers swiftly, and employees explain information clearly and quickly. This means that the level of performance of these attributes is lower than the level of customer expectations for these attributes/statements. So, it is necessary to improve the quality of service on these attributes.

Keywords: *Performance, Service Quality, Servqual, Importance Performance Analysis*