ABSTRACT

In the food/restaurant industry, good service quality is essential to maintain customer loyalty. Factors such as speed of service, friendliness of staff, and cleanliness of the place are aspects that greatly affect customer satisfaction. Therefore, WS Hotplate must continue to improve service quality by improving these aspects to meet customer expectations and improve overall performance. This study aims to analyze the quality of service at WS Hotplate Sukapura Bandung MSMEs using the Importance Performance Analysis (IPA) method. Service quality is an important factor that affects customer satisfaction and loyalty. In this study, a quantitative descriptive approach was used to collect and analyze data obtained through questionnaires from WS Hotplate customers. WS HotPlate serves a variety of domestic menus to foreign menus. An attractive and comfortable interior design can also improve service quality. The formulation of the problem that occurs at WS HotPlate is how the quality of service at WS HotPlate UMKM according to customer perceptions. The importance of service quality is evaluated by conducting this research. The conclusion of this study is that customer expectations at WS HotPlate are in accordance with the percentage of 82%. While customer perceptions of the performance that has been provided are satisfied with the percentage of results 80%. The level of customer satisfaction with performance is 3202 while the level of expectation is 3299 which is almost a good score. The results showed that there are several aspects of service that require improvement, especially in terms of service speed, staff friendliness, and cleanliness of the place. Based on these findings, WS Hotplate needs to improve these aspects to meet customer expectations.

Keywords*: Service Quality, Importance Performance Analysis,*

MSME