

ABSTRACT

This research aims to analyze Service Quality at Markah Warung using the Importance Performance Analysis (IPA) method. IPA is a tool used to evaluate the level of customer satisfaction by comparing the importance of service attributes to perceived performance. This research was conducted in 2024 involving 100 respondents which is customers of Markah Warung. Data was collected through a questionnaire designed using TERRA dimensions (Tangible, Empathy, Reliability, Responsiveness, Assurance) which is intended to directly target important aspects related to service quality.

The aim of the research is to analyze aspects of service quality at Markah Warung.

The results of the analysis show that the statement items given to consumers regarding aspects of service quality validate the performance of the quality of service provided, besides that, these findings still indicate that Markah Warung Kemang needs to increase attention and effort on attributes that are considered important but whose performance has not yet been achieved to increase overall customer satisfaction. This research provides strategic recommendations for the management of Markah Warung Kemang in designing a more focused and effective service improvement strategy to improve service quality in the future.

Keyword: Importance Performance Analysis, Service Quality, Customer Satisfaction