

## **ABSTRACT**

*Mutara Visual, a photobooth business located in Bandung, has faced significant challenges in maintaining revenue stability over the past few years. This instability poses a serious threat to the continuity of the business, primarily due to inconsistent service quality. In many instances, the photos produced by Mutara Visual did not meet customer expectations, leading to dissatisfaction and a decline in customer loyalty. This dissatisfaction is exacerbated by the fact that the company's promotional efforts have been ineffective in reaching and attracting new customers, resulting in a limited market share. Additionally, internal evaluations revealed that the friendliness and professionalism of the staff often fall short of the standards expected by customers. Unfriendly interactions and unprofessional attitudes from the staff negatively impact the overall customer experience, which in turn lowers customer satisfaction and influences their decision to return for future services. Given these issues, it is crucial for Mutara Visual to not only understand but also address the factors that affect customer perceptions and satisfaction comprehensively. This study aims to identify and analyze the key factors impacting service quality and develop effective improvement strategies.*

*In this study, a service quality framework consisting of five main dimensions is used, namely tangible (physical aspect), reliability, responsiveness, assurance, and empathy. Each of these dimensions provides a framework for evaluating the quality of service perceived by photobooth customers. The Importance Performance Analysis (IPA) method is applied to identify the gap between expectations and reality perceived by customers in each service dimension. Through IPA, service dimensions that have a high level of importance but low performance can be identified, so that businesses can focus on improving these aspects. In addition, the Customer Satisfaction Index (CSI) is used as a measuring tool to assess the overall level of customer satisfaction. Data were collected through an online questionnaire distributed to 100 Mutara Visual customers, and analyzed using descriptive statistical techniques to provide a comprehensive picture of customer perceptions of the quality of service provided.*

*The results of this study identified several aspects of service that need to be improved to increase customer satisfaction and revenue stability. The main recommendations focus on improving the timeliness of service delivery and the consistency of photo quality. These are two aspects with low performance but have a high level of importance to customers. Proposed solutions include staff training to improve technical and service skills, implementing a stricter quality control system, and improving physical facilities such as more sophisticated photography equipment. In addition, a more aggressive and targeted promotional strategy is also recommended to reach more potential customers. The use of digital technology to improve operational efficiency is also recommended as an additional step. The implementation of these solutions is expected to increase business competitiveness in the long term and strengthen customer loyalty to Mutara Visual.*

*Keywords: Service quality, Customer Statistics, Customer Satisfaction Index and Importance Performance Analysis*