ABSTRAK

Industri layanan perbaikan kendaraan bermotor di Indonesia terus berkembang seiring dengan peningkatan jumlah kendaraan bermotor, terutama sepeda motor. Planet Ban, sebagai penyedia layanan suku cadang berkualitas, menghadapi tantangan dalam menjaga kepuasan pelanggan di tengah persaingan yang ketat. Kondisi yang dihadapi Planet Ban Solo Raya meliputi fasilitas yang belum memadai dan kurangnya komunikasi dengan pelanggan. Penelitian ini bertujuan untuk mengevaluasi pelayanan di Planet Ban Solo Raya sehingga meningkatkan kualitas pelayanan terhadap kepuasan pelanggan.

Penelitian ini diselesaikan menggunakan metode *Service Quality* (*Servqual*) dan *Importance-Performance Analysis* (IPA). Penelitian ini diawali dengan pengisian kuesioner sebagai instrumen pengumpulan data yang diisi oleh pelanggan Planet Ban Solo Raya dan melakukan perhitungan uji kualitas data. Uji kualitas data dilakukan melalui uji kecukupan, uji validitas, dan uji reliabilitas data. Metode *servqual* dilakukan guna mengidentifikasi selisih nilai *gap* antara tingkat harapan dan kinerja terhadap atribut pelayanan. Metode IPA dilakukan guna mengklasifikasi atribut pelayanan dalam melakukan evaluasi prioritas perbaikan pelayanan.

Hasil analisis menggunakan metode Servqual menunjukkan adanya *gap* negatif pada setiap atribut pelayanan, mengindikasikan bahwa kualitas pelayanan yang diberikan masih kurang prima dan belum memenuhi harapan pelanggan. Analisis IPA digunakan untuk memetakan prioritas perbaikan yang diperlukan. Hasil penelitian ini menunjukkan bahwa perbaikan kualitas pelayanan diperlukan di beberapa aspek penting, termasuk penataan ulang fasilitas ruang tunggu, peningkatan kinerja mekanik, perbaikan komunikasi antara admin/mekanik dengan pelanggan, serta peningkatan keamanan dan jaminan terhadap kendaraan.

Kata kunci : Kualitas pelayanan; Kepuasan pelanggan; *Service Quality* (*Servqual*); *Importance-Performance Analysis* (IPA)

ABSTRACT

The motor vehicle repair service industry in Indonesia continues to grow in line with the increase in the number of motor vehicles, especially motorcycles. Planet Ban, as a provider of quality spare parts services, faces challenges in maintaining customer satisfaction amid fierce competition. The conditions faced by Planet Ban Solo Raya include inadequate facilities and lack of communication with customers. This research aims to evaluate services at Planet Ban Solo Raya to improve the quality of service to customer satisfaction.

This research was completed using the Service Quality (Servqual) and Importance-Performance Analysis (IPA) methods. This research began by filling out a questionnaire as a data collection instrument filled out by Planet Ban Solo Raya customers and conducting data quality test calculations. Data quality tests are carried out through adequacy tests, validity tests, and data reliability tests. The servqual method is carried out to identify the difference in gap values between the level of expectations and performance against service attributes. The IPA method is carried out to classify service attributes in evaluating service improvement priorities.

The results of the analysis using the Servqual method showed that there was a negative gap in each service attribute, indicating that the quality of service provided was still not excellent and did not meet customer expectations. The analysis of the science is used to map out the priorities for necessary improvements. The results of this study show that improvement in service quality is needed in several important aspects, including rearranging waiting room facilities, improving mechanical performance, improving communication between admins/mechanics and customers, as well as improving safety and guarantees for vehicles.

Keywords : *Service quality; Customer satisfaction; Service Quality* (Servqual)*;*
Importance-Performance Analysis (IPA)