

ABSTRAK

Riset ini bertujuan sebagai pengukur kepuasan konsumen yang dapat di terapkan oleh Evyta Salon. Analisis data yang digunakan adalah Metode Importance Performance Analysis (IPA). kinerja yang mendapatkan nilai tinggi yaitu 4,41. Hal ini berarti Evyta Salon sangat peduli kepada konsumennya. Sedangkan atribut yang paling rendah dari kinerjanya adalah atribut nomor 5 yaitu kesigapan Evyta salon, dimana hal ini dapat dilihat dari nilai kinerja dari atribut sendiri yang paling rendah yaitu 3,41, Kesigapan karyawan terhadap konsumen yang perlu untuk ditingkatkan lagi. Hasil riset menampilkan kalau pada Kuadran I di diagram kartesius ada 2 atribut yakni Evyta salon membuktikan rasa hirau dalam melayani kegiatan serta pegawai evyta salon membagikan asumsi atas keluhan. Pada Kuadran II di diagram kartesius mempunyai 4 atribut yakni evyta salon sigap dalam penuhi kebutuhan kegiatan, evyta salon membagikan rasa yakin terhadap mutu, evyta salon bisa diandalkan dalam penuhi kegiatan serta sarana yang disediakan evyta salon cocok dengan harapan. Kuadran III mempunyai 6 atribut ialah evyta salon membagikan pelayanan pas waktu pada kegiatan, evyta salon membagikan pelayanan kilat serta pas pada kegiatan, evyta salon mempunyai keahlian handal melayani kegiatan, evyta salon paham dalam penuhi kebutuhan kegiatan, evyta salon ramah dalam penuhi kebutuhan kegiatan serta evyta salon mempunyai keahlian dalam penuhi kegiatan. Kuadran IV mempunyai 3 atribut ialah pegawai evyta salon membagikan atensi melayani kegiatan, kelengkapan perlengkapan digunakan evyta salon cocok harapan serta evyta salon menjalankan komunikasi dengan baik.

Kata Kunci: Kualitas Pelayanan, Kepuasan Konsumen, Metode IPA.

ABSTRACK

This study aims to measure consumer satisfaction that can be applied by Evyta Salon. The data analysis used is the Importance Performance Analysis (IPA) method. performance that gets a high score of 4.41. This means Evyta Salon cares deeply about its customers. While the lowest attribute of its performance is attribute number 5 namely evyta salon responsiveness, which can be seen from the performance value of its attribute is the lowest of 3.41, Employee awareness of consumers that need to be improved again. The results showed that in Quadrant I in the cartesian diagram there are 2 attributes is Evyta salon shows a sense of care in serving the event and evyta salon employees respond to complaints. In Quadrant II in the cartesian diagram has 4 attributes is evyta salon sigap in meeting the needs of the event, evyta salon gives confidence in the quality, evyta salon can be relied on in meeting the event and facilities provided evyta salon in accordance with expectations. Quadrant III has 6 attributes namely evyta salon provides timely service on the event, evyta salon provides fast and precise service on the event, evyta salon has professional ability to serve the event, evyta salon responsiveness in meeting the needs of the event, evyta salon friendly in meeting the needs of the event and evyta salon has skills in fulfilling the event. Quadrant IV has 3 attributes, namely evyta salon employees give attention to serving

Keywords: Quality of Service, Customer Satisfaction, IPA Method.