

ANALISIS KUALITAS PELAYANAN PADA AGENSI XYZ MENGUNAKAN METODE *SERVQUAL* DAN *IMPORTANCE PERFORMANCE ANALYSIS*

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ABSTRAK

Agensi Kreatif XYZ menghadapi fluktuasi omzet selama 2024-2025 yang diduga berkaitan dengan ketidakkonsistenan kualitas pelayanan terhadap klien. Penelitian ini bertujuan menganalisis tingkat kualitas pelayanan, mengidentifikasi kesenjangan (*gap*) antara harapan dan persepsi pelanggan, menentukan prioritas perbaikan atribut pelayanan, serta memberikan rekomendasi usulan perbaikan. Penelitian menggunakan pendekatan deskriptif kuantitatif dengan metode Service Quality (*SERVQUAL*) dan *Importance Performance Analysis* (*IPA*), didukung metode 5W+1H dalam penyusunan rekomendasi. Data dikumpulkan melalui kuesioner kepada 20 klien berdasarkan empat dimensi *SERVQUAL*, yaitu *tangibles*, *reliability*, *responsiveness*, *assurance*, dan *empathy*. Hasil penelitian menunjukkan seluruh dimensi memiliki nilai *gap* negatif dengan nilai kualitas layanan (*Q*) di bawah 1, yang berarti pelayanan belum memenuhi harapan pelanggan. Dimensi *reliability* memiliki *gap* terbesar, sedangkan *assurance* memiliki *gap* terkecil. Hasil pemetaan *IPA* menunjukkan enam atribut berada pada Kuadran I (Prioritas Utama) yang memerlukan perbaikan segera, terutama terkait ketepatan waktu, kejelasan informasi, penanganan revisi, dan fleksibilitas pelayanan. Rekomendasi yang diusulkan meliputi penyusunan SOP pelayanan, pelatihan berkala, dan sistem pemantauan kepuasan klien berkelanjutan.

Kata kunci: Kualitas Pelayanan, *SERVQUAL*, *IPA*, Kepuasan Pelanggan, Agensi Kreatif

SERVICE QUALITY ANALYSIS AT XYZ AGENCY USING THE SERVQUAL AND IMPORTANCE PERFORMANCE ANALYSIS (IPA) METHODS

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ABSTRACT

Creative Agency XYZ experienced revenue fluctuations during 2024-2025, suspected to be linked to inconsistent service quality to clients. This study aims to analyze service quality levels, identify gaps between customer expectations and perceptions, determine priority attributes for improvement, and provide improvement recommendations. A quantitative descriptive approach was used, employing Service Quality (SERVQUAL) and Importance Performance Analysis (IPA), supported by the 5W+1H method for formulating recommendations. Data were collected through questionnaires from 20 clients across four SERVQUAL dimensions: tangibles, reliability, responsiveness, assurance, and empathy. Results show all dimensions have negative gap values with service quality (Q) below 1, indicating service has not met customer expectations. Reliability recorded the largest gap, while assurance recorded the smallest. IPA mapping identified six attributes in Quadrant I (Main Priority) requiring immediate improvement, particularly regarding timeliness, information clarity, revision handling, and service flexibility. Proposed recommendations include developing a service SOP, regular training, and a continuous client satisfaction monitoring system.

Keywords: *Service Quality, SERVQUAL, IPA, Customer Satisfaction, Creative Agency*