

ABSTRAK

Keluhan konsumen yang diambil dari kotak yang tercatat saran antara lain temperatur udara yang kurang dingin, pencahayaan yang terlalu redup, dan fasilitas lainnya seperti variasi makanan dan minuman, kebersihan *Lounge* beserta tata letaknya, berdasarkan masukan tersebut, kebutuhan konsumen perlu segera di tindak lanjuti dan di analisa sebaik mungkin karena sangat mempengaruhi kepuasan serta kenyamanan para pengunjung. Tujuan penelitian ini untuk Mengetahui tingkat kepuasan konsumen menggunakan metode Servqual & IPA (*Importance Performance Analysis*) dan Mengusulkan rekomendasi perbaikan Lounge Mall Grand Indonesia. Hasil dari penyebaran kuesioner kepada konsumen sebanyak 100 orang responden dengan 22 atribut pertanyaan, menjelaskan bahwa kepuasan pelanggan pengguna *Lounge* Mall Grand Indonesia belum sepenuhnya puas dikarenakan nilai *Tki* 94% dan beberapa atribut kuesioner yang sudah diolah dan diuji Validitas Dan reliabilitasnya. Adapun nilai Harapan dan performa dari atribut yang masuk kedalam kuadran A seperti Variabel pertanyaan kuesioner 6,17,20,21,& 22 seperti : Variasi Makanan & Minuman (68%), Kenyamanan ruangan *Lounge* (87%) , Kesesuaian suhu udara ruangan *Lounge* (55%), Kesesuaian pada pencahayaan ruangan *Lounge* (54%), Tata letak meja & kursi yang sesuai (48%). Menjadi permasalahan kepuasan pelanggan dalam menggunakan *Lounge*.

Kata Kunci : Servqual, IPA, Kepuasan Pelanggan, Lounge Mall. 5 W 1 H.

ABSTRACT

Consumer complaints taken from the box that were recorded suggestions include air temperatures that are less cold, lighting that is too dim, and other facilities such as variations of food and beverages, cleanliness of the Lounge and its layout, based on these inputs, the needs of consumers need to be immediately followed up and controlled. analysis as well as possible because it greatly affects the satisfaction and comfort of the visitors. The purpose of this study is to determine the level of customer satisfaction using the Servqual & IPA (Importance Performance Analysis) method and to propose recommendations for improvements to the Grand Mall Lounge Indonesia. The results of distributing questionnaires to consumers as many as 100 respondents with 22 question attributes, explained that the customer satisfaction of Grand Mall Lounge users are not yet fully satisfied because the Tki value is 94% and some of the questionnaire attributes have been processed and tested for validity and reliability. The Expectation value and the performance of the attributes included in quadrant A such as Questionnaire variable questions 6,17,20,21 & 22 such as: Food & Beverage Variations (68%), Lounge Lounge Comfort (87%), Suitability of Lounge room air temperature (55%), Suitability in Lounge room lighting (54%), Appropriate table & chair layout (48%). Being a customer satisfaction problem in using the Lounge.

Keywords: Servqual, IPA, Customer Satisfaction, Mall Lounge, 5W 1 H