

## ABSTRAK

Penelitian ini bertujuan untuk merekomendasikan perbaikan agar perusahaan mendapatkan volume cargo itu kembali sesuai dengan target yang diharapkan perusahaan. Penelitian ini bersifat deskriptif kuantitatif dan metode yang digunakan adalah metode *ServQual*, *Importance Performance Analysis* dan *Quality Function Deployment*. Objek penelitian ini adalah pelanggan yang sedang melakukan jasa ekspor laut sebanyak 38 pelanggan. Dalam hal ini terdapat 56.988M<sup>3</sup> *volume cargo* LCL di bulan Maret, dan semakin menurun sampai pada angka 10.877M<sup>3</sup> di bulan Desember 2015. Begitupun pada *volume cargo* FCL terdapat 26 *Container* 40'HC dan 10 *Container* 20'GP di bulan Januari semakin menurun pada 3 *Container* 40'HC dan 2 *Container* 20'GP di bulan Desember 2015.

Hasil penelitian menunjukkan bahwa atribut pada dimensi *tangible*, yaitu harga jasa pelayanan memiliki tingkat persepsi 3,47, tingkat harapan 4,42, atribut tersebut memiliki nilai gap terbesar dengan nilai -0,95. Berdasarkan analisis metode IPA terdapat 5 atribut yang masuk dalam kategori kritis dan harus diperbaiki. Rekomendasi prioritas utama yang harus ditingkatkan terlebih dahulu berdasarkan metode QFD adalah memberikan harga yang kompetitif, sumber daya manusia, koneksi internet dan evaluasi secara berkala, hal tersebut dilakukan terlebih dahulu karena pada atribut harga jasa pelayanan memiliki nilai *normalized raw weight* tertinggi berdasarkan analisis QFD yaitu sebesar 0,2323 atau 23,23% dari keseluruhan nilai *normalized raw weight* pada *house of quality*.

Kata kunci: *Service Quality*, *Importance Performance Analysis*, *Quality Function Deployment*

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## **ABSTRACT**

*The aim of this study was to recommend improvements for the company to obtain the volume of cargo it back in line with the expected target company. This research is descriptive quantitative method used is the method ServQual, Importance Performance Analysis and Quality Function Deployment. The object of this study is the customer who is conducting sea export service as many as 38 customers. In this case there 56.988M3 LCL cargo volume in March, and deteriorated to the figures 10.877M3 in December 2015. Likewise, the volume of cargo FCL Container 40'HC there were 26 and 10 Container 20'GP in January decreased at 3 Container 40'HC and 2 Container 20'GP in December, 2015.*

*The results showed that the attributes in tangible dimension, namely the price of services has perceived level of 3.47, 4.42 level of expectation these attributes have the greatest gap value with the value of -0.95. Based on the analysis method of IPA there are five attributes that fall into the category of critical and must be repaired. Recommended main priority should be improved first based on QFD is to provide competitive pricing, human resources, internet connection and regular evaluation, it is done in advance because of the price attributes of service has a value of normalized raw highest weight based on the analysis of QFD is equal 0.2323 or 23.23% of the total value of normalized raw weight on the house of quality.*

*Keywords:* Service Quality, Importance Performance Analysis, Quality Function Deployment

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