

ABSTRAK

Kualitas pelayanan merupakan suatu strategi yang sangat penting bagi perkembangan dan keberhasilan organisasi bisnis. Konsep kualitas sering dianggap sebagai ukuran relatif kebaikan suatu produk atau jasa yang terdiri atas kualitas desain dan kualitas kesesuaian. Konsep kualitas pelayanan terdiri dari 31 variabel. Tujuan penelitian ini adalah mendeskripsikan kualitas layanan pasar tradisional di Provinsi DKI Jakarta. Rancangan penelitian ini termasuk penelitian survey dengan tujuan studi deskriptif. Pengambilan sampel dilakukan dengan menggunakan insidental sampling dan ukuran sampel ditetapkan berdasarkan populasi tak terbatas sebesar 100 responden, sedangkan pengumpulan data primer menggunakan kuesioner. Analisis data dilakukan dengan menggunakan indek kepuasan konsumen (CSI), analisis tingkat kinerja dan kepentingan (IPA), dan analisis kuadran. Hasil penelitian menunjukkan bahwa indek kepuasan konsumen atas kualitas layanan pasar tradisional di Provinsi DKI Jakarta rata-rata menunjukkan cukup puas. Ditinjau dari tingkat kinerja dan kepentingan atas kualitas layanan pasar tradisional di Provinsi DKI Jakarta rata-rata masih dibawah harapan, sehingga konsekuensinya pihak pengelola pasar tradisional harus memprioritaskan beberapa faktor untuk ditingkatkan dan mempertahankan faktor-faktor yang dianggap telah sesuai dengan harapan serta menurunkan faktor-faktor yang dianggap berlebihan ke dalam posisi yang wajar berdasarkan persepsi pelanggan/masyarakat.

Kata kunci : Kualitas layanan, indek kepuasan, tingkat kinerja, tingkat kepentingan.

ABSTRACT

Quality of service is a very important strategy for the development and success of business organizations. The concept of quality is often regarded as a relative measure of the good of a product or service that consists of the quality of design and quality of conformity. The concept of service quality consists of thirty one variables, The purpose of this study is to describe the quality of traditional market services at Province DKI Jakarta. The design of this study included survey research with the aim of descriptive study. Sampling was done by incidental sampling and sample size was determined based on unlimited population of 100 respondents, while primary data collection using questionnaire. Data analysis was performed using consumer satisfaction index (CSI), performance and interest level (IPA), and quadrant analysis. The results showed that the index of consumer satisfaction over the quality of traditional at Province DKI Jakarta market services on average show quite satisfied. Judging from the level of performance and the importance of the quality of traditional market service at Province DKI Jakarta average still below expectations, so the consequences of traditional market managers must prioritize several factors to be improved and maintain the factors that are considered to be in line with expectations and reduce the factors that are considered excessive Into a reasonable position based on customer / community perceptions.

Keywords: Service quality, satisfaction index, performance level, importance level.