

Abstract

The increasingly fierce competition conditions make companies have to be able to think of ways to not compete, not a little complaint from the customer, amounting to 14.6% of the total sales, making it necessary to measure service levels at PT. Furniture. PT. Furniture is a company engaged in retail furniture. This study aims to measure the quality of service and provide suggestions for improving service quality of PT. Furniture using the Service Quality (Servqual) method, Servqual is a measure of the level of service quality that meets customer expectations. This study has a population of 1,520 which are then taken as many as 317 samples using non probability sampling techniques with the convenience method. Based on the results of the study, it was found that the average Servqual Score Gap of Customer Expectations and Performance -0.003 means that consumers are not satisfied with the quality of PT. Furniture services. This is caused by management who do not understand customer expectations and service quality specifications. Of the 12 attributes analyzed there are 2 attributes that must be maintained by service quality, namely B1 (Service quickly and precisely), C1 (Knowledge / Competence). And the 10 attributes that must be improved and improved are the quality of services namely A1 (Timeliness of process), A2 (Sympathetic attitude and collaboration), A3 (High service accuracy), B2 (Clarity of information), C2 (Courtesy compensation), D1 (Having understanding and knowledge of customers), D2 (Understanding customer requirements specifically), D3 (Having a comfortable operating time for customers), E1 (Equipment and equipment used (technology)), E2 (Employee appearance).

Keyword : Services, Service Quality. FGD (Focus Group Discussion)

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