

ABSTRACT

This research is based on the decrease of income on after sales service in PT. Prima Fitindo Jaya, this research to know the quality of after sales service in PT. Prima Fitindo Jaya. The object of this research is PT. Prima Fitindo Jaya which is a company engaged in the sale of fitness equipment located in Jakarta. This research was conducted on 64 respondents by using descriptive approach quantitative. Therefore, data analysis used Service Quality and Importance Performance Analysis in Quality Function Deployment.

The results of this study indicate that the gap / GAP between performance with customer expectations with the application of Service Quality of 20 service attributes all negative value (-).

This indicates that the service capacity is still far from the expectations of the customers. Therefore, the test results of this study states that there is performance after sales service PT. Prima Fitindo Jaya not in accordance with consumer expectations.

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



ABSTRAK

Penelitian ini dilatar belakangi adanya penurunan pendapatan atas jasa purna jual di PT. Prima Fitindo Jaya, penelitian ini untuk mengetahui kualitas pelayanan jasa purna jual di PT. Prima Fitindo Jaya. Objek penelitian ini adalah PT. Prima Fitindo Jaya yang merupakan perusahaan yang bergerak dibidang penjualan alat fitnes yang berlokasi di Jakarta. Penelitian ini dilakukan terhadap 64 responden dengan menggunakan pendekatan deskriptif kuantitatif. Karena itu, analisis data yang digunakan *Service Quality* dan *Importance Performance Analysis* dalam *Quality Function Deployment*.

Hasil penelitian ini menunjukkan bahwa kesenjangan/GAP antara kinerja dengan harapan pelanggan dengan penerapan *Service Quality* dari 20 atribut pelayanan semuanya bernilai negative (-). Ini mengindikasikan bahwa kulaitas pelayanan masih jauh dari harapan pelanggan. Oleh karena itu, hasil uji dari penelitian ini menyatakan bahwa terdapat kinerja pelayanan jasa purna jual PT. Prima Fitindo Jaya belum sesuai dengan harapan konsumen.

Kata Kunci: *Service Quality*, *Importance Performance Analysis*, *Quality Function Deployment*.

