

ABSTRACT

This research based on a hyper competition of service company including motorcycle garage. The motorcycle garage must improve its service quality to survive and compete.

The research sample consisted of 100 consumers AHASS Sinar Sakti obtained from convenience sampling method. analysis tools uses are first Cochran Q Test, this matter carries out in order to determine attributes as consumer level to get satisfaction. Second, Customer Satisfaction Index, this is to determine the level of total customer satisfaction AHASS Sinar Sakti. third, IPA (Importance Performance Analysis), this matter executed in order to analyze how to threat attributes from service quality.

From the Cochran Q Test results generated 14 attributes from the previously about 34 attributes that consumer consider AHASS Sinar Sakti as determinants of satisfaction attributes. The result of IPA indicate there are attributes that still needs to be improved

Keywords : Importance Performance Analysis, consumer satisfaction, servive quality