

ABSTRACT

Customer needs will determine the quality to be provided by the owner and manager of the internet cafe in the district Kuwu, Grobogan, Therefore, the study was conducted to determine the suitability of Quality Carriers, Facility Location and the Perception of price given by the company with the owner and manager expectations.

Data about Quality Carriers, Facility Location and the Perception of price were collected through interviews with the use of questionnaires to the owner and manager internet cafe. Furthermore, the collected data were analyzed using teknik Importance Performance Analysis (IPA).

The results of Importance Performance Analysis (IPA) showed that the indicators of the quality of service that includes: Speed Operator Services and Physical Appearance in Quadrant A. Knowledge of indicators of the product; friendly attitude towards customers; Responding to the demand in Quadrant B; indicator Understanding customer needs; Treating the customer as a VIP; Involving customers as part of the company; non appearance of physical operators in quadrant C and indicators. Serving the customer with the customer's feelings and Listening in quadrant D. Facility Location indicator variables, the rooms are smoke-free environment and cleanliness are in quadrant A. The room is neat and Indicators for Safe Parking in Quadrant B. Indicators that are not crowded room and other facilities in the quadrant Provides C. Indicator variable that is Kesesuaian perception will price between the fee paid by the facility; Correspondence between the speed of access to the fees paid and the price is attractive in quadrant B; discounts and bonus or gift in quadrant C.

Based on the analysis of science, to enhance the compatibility of customer expectations and company performance over the suitability of Quality Carriers, Facility Location and Perceptions of price is done through the improvement and enhancement of indicators Understand customer needs; Treating the customer as a VIP; Involving customers as part of the company; non appearance of physical operators; Serving the customer with the customer's feelings and Listening; room is not crowded and provide other facilities; discounts and bonuses or prizes

Key words: Quality Carriers, Facility Location and the Perception of Price