

ABSTRACT

The purpose of this study is to examine the factors of service quality and product quality strategies by measuring the level of expectation or consumer interests and level of performance on Pemancingan Dan Resto JOWO DELES Semarang. This study is based on a decrease in the number of consumers and various complaints filed. Factors tested are service quality by using SERVQUAL dimension and product quality.

Type of research is descriptive quantitative, data collection through questionnaires, observation, and interviews. Sampling methods using the accidental sampling. Analysis tool used is Important-Performance Analysis.

This research indicates that the level of performance has not compatible with level of expectation and still found findings main priority which can be used in development effort. Those findings are product completion, product innovation, consumer comfort, response to consumer information requested, consumer understanding, and easily called waiters.

Keywords : service quality, product quality, importance-performance analysis