

ABSTRAK

Penelitian ini bertujuan untuk mengetahui kepuasan pelanggan terhadap kualitas pelayanan dan kinerja karyawan UMKM Jajani aja menggunakan metode Importance Performance Analysis (IPA). Metode pengambilan data dilakukan dengan kuisisioner yang dibagikan kepada pelanggan melalui social media (WhatsApp). Sampel yang digunakan dalam penelitian ini sebanyak 86 pelanggan. Berdasarkan hasil perhitungan nilai menggunakan metode Importance Performance Analysis (IPA) di dapat yang pertama berada dalam Kuadran A terdapat 1 atribut. Kedua berada dalam kuadran B terdapat 4 atribut. Ketiga berada dalam Kuadran C, terdapat 8 atribut. Hasil rata-rata tingkat kepuasan pelanggan di UMKM Jajani Aja di Kec. Percut Sei Tuan sebesar 86,26% sehingga dapat di simpulkan bahawa tingkat kepuasan pelanggan di UMKM Jajani Aja di Kec. Percut Sei Tuan berada pada kategori Puas yang berarti bahwa setiap atribut tersebut melebihi harapan mengenai kepuasan.

Kata Kunci : *Kualitas Pelayanan, Kinerja Karyawan, Kepuasan Pelanggan, Importance Performance Analysis (IPA)*

ABSTRACT

This study aims to determine customer satisfaction with service quality and employee performance of UMKM Jajani using the Importance Performance Analysis (IPA) method. The data collection method is carried out by questionnaires which are distributed to customers via social media (WhatsApp). The sample used in this study was 86 customers. Based on the results of the calculation of the value using the Importance Performance Analysis (IPA) method, the first one is in Quadrant A, there is 1 attribute. Both are in quadrant B, there are 4 attributes. The third is in Quadrant C, there are 8 attributes. The results of the average level of customer satisfaction in UMKM Jajani Aja in Kec. Percut Sei Tuan is 86.26%, so it can be concluded that the level of customer satisfaction at UMKM Jajani Aja in Kec. Percut Sei Tuan is in the Satisfied category which means that each of these attributes exceeds expectations regarding satisfaction.

Keywords: Service Quality, Employee Performance, Customer Satisfaction, Importance Performance Analysis (IPA)