

ABSTRACT

INTEREST ANALYSIS AND PERFORMANCE OF SERVICE ATTRIBUTES AT A KENTUCKY FRIED CHICKEN (KFC) RESTAURANT IN PRINGSEWU DISTRICT

By

Dwi Putri Arlitha

This study aims to analyze the service attributes of the Kentucky fried chicken (KFC) fast food restaurant in Pringsewu Regency which are considered important and satisfying and the attributes that need to be maintained and improved their performance. This study used a survey method and was conducted by conducting interviews with 22 types of attributes to 60 consumers who were taken at random with table numbers. Determination of the sample is done by probability sampling technique and the analytical method used consists of questionnaire analysis using Validity Test, Reliability Test and data analysis using Important Performance Analysis (IPA). Each attribute is assessed by the level of importance and performance by consumers using a likert scale of 1-7. The results of the importance and performance scores of each attribute are then processed and entered into a Cartesian diagram which is divided into four quadrants. This study shows that of the 22 attributes studied, there are 13 types of attributes that are considered important and 9 attributes are considered to have satisfactory performance. Attributes that need to be maintained for their performance are 9 attributes and attributes that need to be improved are 4 attributes.

Keywords: Attributes, importance and performance, important performance analysis (IPA)

ABSTRAK

ANALISIS KEPENTINGAN DAN KINERJA ATRIBUT PELAYANAN PADA RESTORAN KENTUCKY FRIED CHICKEN (KFC) DI KABUPATEN PRINGSEWU

Oleh

Dwi Putri Arlitha

Penelitian ini bertujuan untuk menganalisis atribut pelayanan pada restoran cepat saji *Kentucky fried chicken* (KFC) di Kabupaten Pringsewu yang dinilai penting dan memuaskan serta atribut yang perlu dipertahankan dan ditingkatkan kinerjanya. Penelitian ini menggunakan metode survei dan dilakukan dengan melakukan wawancara terhadap 22 jenis atribut kepada 60 konsumen yang diambil dengan merandom acak nomor meja. Penentuan sampel dilakukan dengan teknik *probability sampling* dan metode analisis yang digunakan terdiri dari analisis kuesioner menggunakan Uji Validitas, Uji Reliabilitas dan analisis data menggunakan *Important Performance Analysis* (IPA). Masing-masing atribut dinilai tingkat kepentingan dan kinerjanya oleh konsumen dengan menggunakan skala likert 1-7. Hasil skor tingkat kepentingan dan kinerja dari masing-masing atribut kemudian diolah dan dimasukkan ke dalam diagram kartesius yang terbagi menjadi empat kuadran. Penelitian ini menunjukkan bahwa dari 22 atribut yang diteliti, terdapat 13 jenis atribut yang dianggap penting, 9 atribut dinilai sudah memuaskan kinerjanya. Atribut yang perlu dipertahankan kinerjanya berjumlah 9 atribut dan atribut yang perlu ditingkatkan kinerjanya berjumlah 4 atribut.

Kata Kunci : Atribut, kepentingan dan kinerja, *important performance analysis* (IPA)