ABSTRACT

As a supporting tool in formulating improvement strategies, SERVQUAL & Importance – Performance Analysis (IPA) has gained popularity among practitioners in service industries for its simplicity and ease of application. Nevertheless, there are still a lot of criticism revealing limitation of both previously mentioned instruments.

Being agree with some of those critics, this paper will propose the methods of Fuzzy SERVQUAL as an answer for critics about vagueness & subjectivity surrounding linguistic scales used inside SERVQUAL. Meanwhile, the concept of derived importance will be proposed in order to answer critics about incorrectness in the concept of stated importance which usually applied on classical IPA. Afterward, in order to produce more complete & meaningful analysis, this paper will also introduce a tool which able to integrates output of both previously mentioned tools into a single mapping.

These proposed methods and tools will be applied with the aim of improving the quality of information obtained from trainee satisfaction evaluation process in internal training program held by PT. Rodamas CPD. Result of this research on the case study has demonstrated that these proposed methods and tools are working advantageously as a supporting tool in formulating improvement strategies for another training program in the future.

Keyword: Fuzzy SERVQUAL, derived importance, importance – performance analysis, satisfaction evaluation,