ABSTRACT

As one of industries that serves direct to customer, Mayura Fitness Centre, in present, is trying to improve its service quality to all of its customer. This effort is done in order to attract new consumers to become its customer. In order to be able to give service quality that is satisfied the customers, service improvement efforts must be customer oriented. The management needs to know how is customer perception on service quality in present and what is becoming customer expectation or what is desired by customer from the service.

The effort to measure customer satisfaction level can be carried out through Potential Gain in Customer Value (PGCV) index, that is preceded by gap calculation between customer perception and expectation. From index PGCV index, we get the sequence of service variables that need to be improved immediately. Competitive priority level calculation is also needed in order to compete with other fitness centre. Competitive priority level is done through Entropt method approach. From this method, we can see service quality variables of Mayura Fitness Centre which have quality close to other fitness centre, forward, we can do improvement efforts on that variables in order to reach competitive advantage.

The result of the research using both method above showed variable that has the highest PGCV index value is the ease to reach fitness centre location variable has the highest priority level value. Both variables should get first priority to be increase.

Keywords: gap, weighted PGCV index, competitive priority level.