

## **ABSTRACT**

### **QUALITY IMPROVEMENT OF SERVICES USING SERVQUAL METHOD (Case Study in CV. Rapih Utama Jok Palembang)**

*Good service quality is very important in creating customer satisfaction because to understand the expectations of customers, namely security, comfort, speed, timeliness, convenience, and corporate responsibility in handling each service. CV. Rapih Utama Jok Palembang as one of the service providers continues to strive to improve its services so that it can provide excellent service. This study uses the ServQual method, where this method identifies five gaps that cause dissatisfaction with the implementation of services. Based on the results of processing the ServQual method, obtained several attributes that experience more than 1 gap, namely: availability of seats, availability of drinking water for consumers, availability of tissue, waiting room equipped with air conditioning, neat and attractive employee appearance, readiness of employees in welcoming consumers, understanding and ability of employees to explain design and material, employee responsiveness to consumer complaints, ease of reaching locations, patience of employees to customers, and employees say welcome, thank you, and apologies (if necessary). Furthermore, several implementations of proposed improvements such as: adding seating facilities, procuring water for consumers, procuring tissue, making procedures for serving consumers, and making rules for serving consumers. There is a gap decrease after implementation of the improvement. The average decrease in gap is 0.355 with an average decrease in percentage of 5.882%.*

*Keywords: Service Quality, Gap, Excellent Service.*