

## ANALISA KEPUTUSAN PELANGGAN TERHADAP LAYANAN GARANSI TAS DRYDENIM MENGGUNAKAN METODE SERVQUAL

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The purpose of this study is to determine the consumer's quality of service level, to determine which factors have the most influence on that quality of service, and to determine which attributes should be maintained and which must be improved in order to provide the best services to consumers.

Servqual approach has been proven as an effective method, its role in the analysis of gaps between customer expectations and perceptions has been proved and used on many study before. Dimensions used in this study include tangibles, reliability, responsiveness, assurance and empathy. Results in this study shows that Servqual able to analyze important factors within development of warranty service from drydenim bag, this analysis may also be used to analyze other factors for business development in the future.

Keyword : Customer Satisfaction, Service Quality, Servqual, Gaps, Expectation & Perception