

ABSTRACT

Name : Nilufur Barnett
Study Program : Hotel Business Program
Title : SERVICE QUALITY GAP ANALYSIS IN E-COMMERCE X, JAKARTA

Service Quality is one of the keys to success in a company. One method used to determine the level of customer satisfaction with service quality in e-commerce X is to use the Service Quality instrument. Service Quality Instrument is used to determine the gap (GAP) both before (Expectations) and after (Performance) e-commerce performance X by mapping it into service quality dimensions consisting of 5 dimensions, namely tangible, empathy, responsiveness, reliability and assurance. In this study, the data obtained will be analyzed using GAP Analysis and Cartesian Diagrams.

Based on research, shows that there are gaps in service quality so that customers are classified as dissatisfied and the quality of e-commerce services X must be improved.

Keyword: Service Quality, Tangible, Empathy, Responsiveness, Reliability, Assurance, GAP Analysis