

## **ABSTRACT**

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Title : Importance and Satisfaction Level Analysis of Rakit Creative House's Customers Based on Service Quality

Service Quality is a very important main component for service providers because it determines how the company performs in customer expectations and also competes in the market. In this study, the Service Quality of Rakit Creative House, which is a Creative Agency company, will be investigated more deeply regarding the level of importance and satisfaction of Rakit Creative House's clients based on Service Quality Theory. This study aims to determine the application of the Service Quality aspect of the Rakit Creative House and the level of importance and satisfaction of the customer (client) of the Rakit Creative House. This research was conducted using quantitative methods, with as many as 20 clients from Rakit Creative House as data sources. Data was obtained from a questionnaire containing 20 question attributes with a 4-item Likert scale based on 5 dimensions in Service Quality Theory: Tangible, Empathy, Responsiveness, Reliability, and Assurance. After the results obtained are valid and reliable, the gap between importance and performance is then analyzed and mapped through the Importance Performance Matrix (Cartesian diagram) that supports so that an analysis of the data will be carried out. As a result, there are 3 attributes that will become the main priority for improvement, namely giving personal attention to each customer, being ready to respond to customer questions, and providing timely service. Some suggestions that can be given from this research are to improve performance in the areas of Product Photoshoot, Social Media Management and Design, increase promotion through social media, implement a CRM system, improve customer care services, and create a FAQ format.

Keywords: Service Quality, Creative Agency, Gap Analysis, Customer Satisfaction, Importance Performance Analysis.