ABSTRAK

Nama : Billy Orvin

Program studi : Kewirausahaan

Judul : Penerapan *Importance Performance Analysis (IPA)* Terhadap Bisnis Masiano Distributor Pakaian dalam Upaya Meningkatkan Kepercayaan dan Mencukupi Kebutuhan Para *Online Shop*

Masiano *Supplier* pakaian merupakan *supplier* pakaian yang bergerak di industri baju wanita yang berdomisili di Jakarta barat. Masiano *Supplier* pakaian, baru dibangun pada Januari 2023. Masiano *Supplier* pakaian memiliki pelanggan yang terbilang rendah di antara kompetitor. Oleh sebab itu, untuk dapat bersaing harus melakukan studi lanjut untuk meningkatkan kepuasan konsumen agar dapat mengetahui kondisi bisnis dan mengetahui kondisi kualitas pelayanan yang diberikan Masiano *Supplier* pakaian. Penelitian ini menggunakan pendekatan kuantitatif deskriptif. Sampel penelitian ini adalah 40 konsumen Masiano dan responden penelitian wawancara sebanyak 2 orang yang termasuk dari 40 responden. Peneliti melakukan pengolahan data menggunakan metode analisis IPA, dan analisis wawancara. Melalui analisis IPA, hasil nya terdapat pada tingkat kesesuaian 99.52%%, yang artinya Masiano *Supplier* pakaian sudah memenuhi ekspektasi konsumen.

Kata kunci : analisis IPA, kuantitatif deskriptif, *TERRA,* wawancara

ABSTRACT

Name   : Billy Orvin

Study Program   : Entrepreneurship

Title   : Application of Importance Performance Analysis (IPA) to the Masiano Clothing Distributor Business in an Effort to Increase Trust and find the Needs of Online Shops

Masiano Clothing supplier is a clothing supplier that operates as a brand supplier of women's clothing domiciled in West Jakarta. The new clothing supplier Masiano was built in January 2023. The clothing supplier Masiano has a relatively low number of customers among competitors. Therefore, to be able to compete, further studies must be carried out to increase consumer satisfaction in order to be able to determine business conditions and determine the condition of the quality of service provided by the clothing supplier Masiano. This study uses a descriptive quantitative approach and qualitative interviews. The sample of this research was 40 consumers of Masiano and 2 respondents were interviewed, including 40 respondents. The researcher processed the data using the science analysis method, and interview analysis. Through IPA analysis, the results are found at a conformity level of 99.52%, which means that the clothing supplier Masiano has met consumer expectations.

Keywords: science analysis, descriptive quantitative, TERRA, interviews