

## **Pemetaan Atribut Pelayanan Produk Zabila Menggunakan *Fuzzy-Marketing Mix* dan *Importance Performance Analysis***

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### **ABSTRAK**

*PT. Trimitra Arga Mulia merupakan salah satu perusahaan yang bergerak di bidang jasa distributor air minum. Berdasarkan data penjualan air minum Zabila pada tahun 2017 terdapat peningkatan penjualan perbulannya rata-rata sebesar 20%, namun mulai bulan Januari sampai November tahun 2018 mengalami penurunan penjualan perbulannya dengan rata-rata 30%. Metode yang digunakan pada penelitian ini adalah Fuzzy – Marketing Mix untuk mengukur kualitas pelayanan. Langkah selanjutnya pemetaan setiap atribut menggunakan metode Importance Performance Analysis. Hasil penelitian diperoleh dimensi produk rata-rata gap sebesar -0,105, dimensi harga rata-rata gap sebesar -0,173, dimensi promosi rata-rata gap sebesar -0,161 dan dimensi distribusi rata-rata gap sebesar -0,158 yang artinya kualitas pelayanan perusahaan dalam kategori “belum puas”.*

**Kata Kunci :** *Kualitas Pelayanan, Fuzzy – Marketing Mix, IPA*

## **Mapping The Service Attributes of Zabila Product Using Fuzzy-Marketing Mix and Importance Performance Analysis**

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### ***ABSTRACT***

*PT. Trimitra Arga Mulia is one of the companies engaged in drinking water distributor services. Based on data from Zabila drinking water sales in 2017 there was an increase in monthly sales by an average of 20%, but from January to November 2018 there was a decrease in sales per month with an average of 30%. The method used in this study is Fuzzy - Marketing Mix to measure service quality. The next step is mapping each attribute using the Importance Performance Analysis method. The results of the study showed that the average product dimension gap was -0.105, the average price gap dimension was -0.173, the promotion dimension gap was -0.161 and the average dimension of the gap was -0.158, which means the service quality of the company in the category "not yet satisfied".*

**Keywords :** *Service Quality, Fuzzy - Marketing Mix, IPA*