

## ABSTRAK

### USULAN PRIORITAS PENGEMBANGAN KUALITAS LAYANAN SOLO TECHNO PARK MENGGUNAKAN MODEL CARTER BERDASARKAN TINGKAT KINERJA

Fanny Mulya Kirana

H1E020073

Antusiasme warga Surakarta terhadap Solo Techno Park yang baru diresmikan pada tahun 2023 ini terlihat dari tingginya kehadiran masyarakat yang memanfaatkan fasilitas yang tersedia. Meskipun demikian, tingginya kehadiran tersebut belum seimbang dengan kinerja masing-masing fasilitas. Terdapat beberapa fasilitas di Solo Techno Park belum berfungsi optimal, menyebabkan ketimpangan jumlah pengunjung dan mengurangi pengalaman pengunjung. Sehingga menghambat potensi maksimal Solo Techno Park sebagai destinasi edukasi dan inovasi. Penelitian ini bertujuan untuk mengukur kepuasan pengunjung terhadap kualitas Solo Techno Park menggunakan model CARTER dengan metode *Customer Satisfaction Index* dan *Importance Performance Analysis*. Tujuan penelitian ini adalah untuk menentukan kriteria prioritas perbaikan serta memberikan saran strategi pengembangan. Data dikumpulkan melalui kuesioner yang mengukur kepentingan dan kepuasan pengunjung terhadap fasilitas dan layanan Solo Techno Park. Hasil penelitian menunjukkan skor 81% untuk dimensi *Compliance*, 81% untuk dimensi *Tangible*, 83% untuk dimensi *Reliability*, 84% untuk dimensi *Assurance*, 81% untuk dimensi *Empathy*, dan 81% untuk dimensi *Responsiveness*. Skor tersebut mengindikasikan bahwa secara keseluruhan pengunjung cukup puas dengan fasilitas yang ada di Solo Techno Park, namun mengharapkan adanya peningkatan kualitas. Prioritas perbaikan terletak pada Kuadran I diagram kartesius yang terdiri dari lima atribut yang menjadi dasar strategi pengembangan kualitas yaitu fasilitas modern dengan teknologi terkini (atribut no. 3), keberadaan event atau program yang menarik (atribut no. 4), fasilitas pendukung pelayanan yang bersih dan nyaman (atribut no. 9), informasi akurat dan dapat dipercaya (atribut no. 12), serta tempat parkir yang luas dan aman (atribut no. 17).

**Kata kunci** : Solo Techno Park, Model CARTER, *Customer Satisfaction Index*, *Importance Performance Analysis*, Prioritas Perbaikan Kualitas.

## ABSTRACT

### PROPOSED QUALITY SERVICE DEVELOPMENT PRIORITIES FOR SOLO TECHNO PARK USING THE CARTER MODEL BASED ON PERFORMANCE LEVELS

**Fanny Mulya Kirana**

**H1E020073**

*The enthusiasm of Surakarta residents for Solo Techno Park, which was inaugurated in 2023, is evident from the high attendance of people utilizing the available facilities. However, this high attendance is not balanced with the performance of each facility. Several facilities in Solo Techno Park are not functioning optimally, causing an imbalance in the number of visitors and diminishing their overall experience. This situation hampers the maximum potential of Solo Techno Park as an educational and innovation destination. This study aims to measure visitor satisfaction with the quality of Solo Techno Park using the CARTER model with the Customer Satisfaction Index and Importance Performance Analysis methods. The objective of this study is to determine priority criteria for improvements and provide development strategy suggestions. Data were collected through questionnaires measuring the importance and satisfaction of visitors regarding the facilities and services of Solo Techno Park. The study results showed scores of 81% for the Compliance dimension, 81% for Tangible, 83% for Reliability, 84% for Assurance, 81% for Empathy, and 81% for Responsiveness. These scores indicate that overall, visitors are quite satisfied with the facilities at Solo Techno Park but expect quality improvements. The priority for improvement lies in Quadrant I of the Cartesian diagram, consisting of five attributes that form the basis for quality development strategies, namely modern facilities with the latest technology (attribute no. 3), the presence of interesting events or programs (attribute no. 4), clean and comfortable supporting service facilities (attribute no. 9), accurate and reliable information (attribute no. 12), and spacious and secure parking areas (attribute no. 17).*

**Keywords** : Solo Techno Park, CARTER model, Customer Satisfaction Index, Importance Performance Analysis, Quality Improvement Priorities.