ABSTRAK

PERBANDINGAN STRATEGI PENGEMBANGAN LAYANAN PENGUNJUNG BANDUNG TECHNO PARK TERHADAP SOLO TECHNO PARK BERDASARKAN MODEL CARTER DAN IMPORTANCE PERFORMANCE ANALYSIS

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Bandung Techno Park merupakan kawasan terpadu berbasis Teknologi Informasi dan Komunikasi (TIK). Pada penelitian ini menggunakan Model CARTER, yang terdiri dari enam dimensi: Compliance, Assurance, Reliability, Tangibles, Empathy, dan Responsiveness. Penambahan dimensi Compliance dianggap penting karena techno park memiliki karakteristik sebagai pusat edukasi dan inovasi yang tunduk pada standar pelayanan publik. Untuk mengukur tingkat kepuasan pengunjung, digunakan metode Customer Satisfaction Index (CSI) dan Importance Performance Analysis (IPA). Data diperoleh melalui penyebaran kuesioner kepada 64 responden yang merupakan pengunjung BTP. Hasil analisis menunjukkan bahwa nilai CSI Bandung Techno Park sebesar 84%**,** yang termasuk dalam kategori "good"**,** menandakan bahwa mayoritas pelanggan merasa cukup puas dengan kualitas layanan yang diberikan tetapi terdapat beberapa dimensi dan atribut yang masih perlu ditingkatkan untuk memenuhi harapan pelanggan secara menyeluruh. Sementara itu, hasil analisis IPA menunjukkan bahwa beberapa atribut, khususnya pada dimensi empathy dan tangible dalam Kuadran I (*Concentrate Here*)**,** yang berarti perlu segera menjadi prioritas perbaikan karena tingkat kepentingannya tinggi namun kinerjanya rendah. Sebaliknya beberapa atribut pada dimensi Reliabilty dan Assurance berada di Kuadran II *(Keep Up the Good Work*)**,** yang menunjukkan bahwa layanan pada aspek ini sudah sesuai dengan harapan pengunjung dan perlu dipertahankan. Hasil perbandingan dengan Solo Techno Park memberikan gambaran mengenai keunggulan dan kelemahan layanan BTP. Strategi peningkatan untuk BTP dengan melakukan *personalized mentoring program*, *customer service training*, penambahan frontliner, dan melakukan pengukuran dengan *techno park* lain untuk mendapatkan *best practice.*

Kata kunci : Bandung Techno Park, Solo Techno Park, Model CARTER, *Customer Satisfaction Index, Importance Performance Analysis*, Strategi Peningkatan

ABSTRAK

A COMPARATIVE ANALYSIS OF VISITOR SERVICE DEVELOPMENT STRATEGIES BETWEEN BANDUNG TECHNO PARK AND SOLO TECHNO PARK USING THE CARTER MODEL AND IMPORTANCE PERFORMANCE ANALYSIS

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Study aims to evaluate and compare the service quality of Bandung Techno Park (BTP) and Solo Techno Park (STP) in order to formulate more effective service development strategies. The research utilizes the CARTER model, which comprises six dimensions: *Compliance*, *Assurance*, *Reliability*, *Tangibles*, *Empathy*, and *Responsiveness*. The addition of the *Compliance* dimension is considered relevant, as techno parks function as centers of education and innovation that must adhere to public service standards. To measure visitor satisfaction, this study employs the *Customer Satisfaction Index (CSI)* and *Importance Performance Analysis (IPA)* methods. Data were collected through questionnaires distributed to 64 respondents who had visited BTP. The analysis showed that BTP's CSI score reached 84%**,** categorized as "good"**,** indicating that most visitors were reasonably satisfied with the service quality. However, several dimensions and attributes still require improvement to fully meet visitor expectations. IPA results revealed that attributes under the *Empathy* and *Tangibles* dimensions were placed in Quadrant I *(Concentrate Here)***,** suggesting they should be prioritized for improvement due to their high importance but low performance. Conversely, attributes under the *Reliability* and *Assurance* dimensions fell into Quadrant II (Keep Up the Good Work)**,** indicating satisfactory performance that should be maintained. The comparison with Solo Techno Park provides insight into both strengths and weaknesses of BTP’s services. Based on these findings, recommended service enhancement strategies include implementing personalized mentoring programs, customer service training, adding frontliner personnel, establishing partnerships for equipment sponsorship, conducting regular IPA-based evaluations, and benchmarking against other techno parks to identify best practices. This research is expected to serve as a strategic foundation for improving adaptive service quality and strengthening the innovation ecosystem within techno parks.

Keywords: Bandung Techno Park, Solo Techno Park, CARTER Model, Customer Satisfaction Index (CSI), Importance Performance Analysis (IPA)