

## ABSTRAK

### PERBANDINGAN KUALITAS PELAYANAN DI TECHNO PARK PEKALONGAN MENGGUNAKAN MODEL CARTER DENGAN TECHNO PARK SOLO, BANDUNG, DAN CIMAHI

Najla'a Ramadhiani Gumanti

H1E021078

Penelitian ini membandingkan kualitas pelayanan Techno Park Pekalongan dengan tiga Techno Park lainnya, yaitu Solo, Bandung, dan Cimahi. Techno Park Pekalongan merupakan kawasan inovasi berbasis sektor perikanan yang dikembangkan melalui Peraturan Wali Kota Pekalongan Nomor 39 Tahun 2018, dengan konsep ekonomi biru terpadu dari hulu ke hilir. Penelitian menggunakan metode kuantitatif deskriptif dengan penyebaran kuesioner kepada 64 responden, serta dianalisis menggunakan model CARTER, *Customer Satisfaction Index* (CSI), dan *Importance Performance Analysis* (IPA). Hasil menunjukkan Techno Park Pekalongan memperoleh nilai CSI tertinggi sebesar 87% kategori “*Very Good*” dan TKI sebesar 100,35%, menandakan pelayanan sedikit melampaui harapan pengguna. Dimensi *Empathy* menjadi kekuatan utama, sementara dimensi *Compliance* dan *Responsiveness* menunjukkan kesenjangan yang perlu dibenahi. Berdasarkan IPA, kinerja terbaik ditempati Techno Park Bandung, disusul Pekalongan, Cimahi, dan Solo. Peneliti menilai keunggulan kualitas pelayanan Pekalongan juga dipengaruhi oleh posisinya sebagai kebutuhan primer bagi sebagian besar pengunjung, sehingga tingkat kepuasan relatif tinggi. Strategi pengembangan yang diusulkan mencakup penguatan SOP, pelatihan staf berbasis empati, peningkatan responsivitas, sistem umpan balik digital, serta penyusunan roadmap pelayanan jangka menengah dan panjang. Usulan ini diperkuat prinsip 7-S dan regulasi daerah, termasuk pengembangan *e-Respon* Techno dan penguatan jejaring melalui Forum Inovasi Daerah. Dengan langkah strategis yang terintegrasi antara data, regulasi, dan kondisi lokal, Techno Park Pekalongan berpotensi menjadi model Techno Park daerah yang kolaboratif, berkelanjutan, dan berdampak nyata bagi masyarakat.

**Kata kunci :** Techno Park Pekalongan, Model CARTER, *Customer Satisfaction Index*, *Importance Performance Analysis*, Kualitas Pelayanan.

## ABSTRACT

### **COMPARISON OF SERVICE QUALITY AT TECHNO PARK PEKALONGAN USING THE CHARTER MODEL WITH TECHNO PARK SOLO, BANDUNG, AND CIMAHI**

**Najla'a Ramadhiani Gumanti**

**H1E021078**

*This study compares the service quality of Techno Park Pekalongan with three other Techno Parks, namely Solo, Bandung, and Cimahi. Techno Park Pekalongan is an innovation hub in the fisheries sector, developed under Pekalongan Mayor Regulation No. 39 of 2018, with an integrated blue economy concept covering the entire value chain. The research employed a descriptive quantitative method by distributing questionnaires to 64 respondents and analyzed the results using the CARTER model, Customer Satisfaction Index (CSI), and Importance Performance Analysis (IPA). The findings indicate that Techno Park Pekalongan achieved the highest CSI score of 87%, categorized as "Very Good," and a Customer Satisfaction Level (TKI) of 100.35%, suggesting that its services slightly exceed user expectations. The Empathy dimension emerged as its main strength, while Compliance and Responsiveness showed gaps that require improvement. Based on the IPA, Bandung ranked first in performance, followed by Pekalongan, Cimahi, and Solo. The researchers noted that Pekalongan's high satisfaction level is also influenced by its position as a primary necessity for most visitors. Proposed development strategies include strengthening SOPs, conducting empathy-based staff training, enhancing responsiveness, implementing a digital feedback system, and formulating medium- and long-term service roadmaps. These strategies are supported by the 7-S framework and local regulations, including the development of the e-Respon Techno system and strengthening networks through the Regional Innovation Forum. With integrated steps combining data, regulations, and local conditions, Techno Park Pekalongan has the potential to become a model of a collaborative, sustainable, and socially impactful regional Techno Park.*

**Keywords:** *Techno Park Pekalongan, CARTER Model, Customer Satisfaction Index, Importance Performance Analysis, Service Quality.*