

THE IMPORTANCE-PERFORMANCE ANALYSIS OF SERVICE QUALITY AT AQUARIUS CAR WASH

ANALISIS TINGKAT KEPENTINGAN DAN KINERJA KUALITAS JASA DI AQUARIUS CAR WASH

by:

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Abstract: Transportation plays a vital role in the community. It has started to strive to be considered as primary needs. In recent year, it can be seen there is a significant increase in the number of vehicles sold. It becomes an opportunity for entrepreneurs to run such business in car wash services. With the high demand of vehicles purchased and a lot of customers do not have much time to wash their car. Entrepreneurs should give good service and create customers' satisfaction. In addition to provide outstanding services, entrepreneurs need to evaluate their service in order to improve the quality of their performance. This research aims to analyze the importance-performance analysis of service quality at Aquarius Car Wash. The type of this research is a quantitative descriptive research. The Importance-Performance Analysis was used in this research. The sample of this research is the customer of Aquarius Car Wash consists of 100 respondents. The sample was taken by accidental sampling. The result shows, (1) Timely Completion is located in quadrant I. (2) Car Washing Equipment, Ability to Provide Service, Reasonableness of Costs, Service Meets Customer Expectations, Trustworthiness of Employees, Professionalism of Employees and Vehicle Security Guarantees are located in quadrant II. (3) Employees Appearance, Building Condition, Willingness to Assist Customers, Ability to Resolve Customer Problems, Understanding Special Needs of Customers and Prioritization of Customer Best Interest are located in quadrant III. (4) Personalized Attention from Employees is located in quadrant IV. Aquarius Car Wash should maintain their good service and should improve their low performance. By doing so, it is hoped that their customers will be satisfied and will be their loyal customers.

Keywords: *service quality, importance-performance analysis, transportation*

Abstrak: Transportasi memainkan peran penting dalam masyarakat. Transportasi mulai dianggap sebagai kebutuhan primer. Tahun terakhir, dapat dilihat peningkatan signifikan dalam jumlah kendaraan yang dijual. Menjadi kesempatan bagi pengusaha untuk menjalankan bisnis layanan cuci mobil. Dengan tingginya permintaan kendaraan yang dibeli dan banyak pelanggan yang tidak punya banyak waktu untuk mencuci mobil mereka. Pengusaha harus memberikan pelayanan yang baik dan menciptakan kepuasan pelanggan. Selain itu, pengusaha perlu mengevaluasi layanan mereka dalam rangka meningkatkan kualitas kinerja mereka. Penelitian ini bertujuan untuk menganalisa Kepentingan dan Kinerja Kualitas Pelayanan di Aquarius Car Wash. Penelitian Deskriptif Kuantitatif dengan menggunakan metode Importance-Performance Analysis digunakan. Sampel diambil sebanyak 100 responden dengan menggunakan Accidental Sampling. Hasil menunjukkan, (1) Ketepatan waktu penyelesaian berada di kuadran I. (2) Peralatan cuci mobil, Kemampuan untuk menyediakan layanan, Biaya, Layanan memenuhi harapan pelanggan, Karyawan yang dapat dipercaya, Profesionalisme karyawan dan Keamanan kendaraan berada di kuadran II. (3) Penampilan karyawan, Kondisi bangunan, Kesiediaan untuk membantu pelanggan, Kemampuan untuk menyelesaikan masalah pelanggan, Memahami kebutuhan khusus pelanggan dan prioritas pelanggan berada pada kuadran III. (4) Perhatian khusus dari karyawan terletak di kuadran IV. Aquarius Cuci Mobil harus menjaga pelayanan yang baik dan harus meningkatkan kinerja mereka yang rendah. Dengan demikian, diharapkan bahwa pelanggan mereka akan puas dan akan menjadi pelanggan setia mereka.

Kata kunci: *kualitas pelayanan, importance-performance analysis, transportasi*

INTRODUCTION

Research Background

Today's business competition is tighter; every business should be surviving to face the competitors. To deal with the situation, professionalism in managing business is required, that allows entrepreneur should be able to be fast and responsive in making decision. They should become more proactive in addressing the problem inside the market, as well as fulfilling the expectation of their customer. Therefore, it is important to perform their business activity in sustainable manner, by delivering creative and innovative approach to their customer for achieving a continuous improvement of profits.

Transportation is a vital role for the community. Nowadays, the needs and wants of transport vehicle seem inevitable that has started to strive to be considered as primary needs. Transport also has a very important role in economic development. With the existence of adequate transportation facilities will be able to accelerate and facilitate the movement and mobility of society in its activities. In recent years it can be seen that there is a significant increase the number of vehicles sold. This trend accelerates the development of vehicles, as shown in the table below, the number of vehicles in Indonesia increases every year with an average of 9 million units per year. The development of vehicles in Indonesia becomes an opportunity for entrepreneurs who are interested in managing a business in car wash service to provide particular place. Additionally, providing outstanding service for customer who have no time to taking care of their vehicles to be clean could be an intention of such business. It has become a great opportunity for entrepreneurs to establish the business in Tomohon.

Due to the development of vehicles, Tomohon have a high demand for car wash services. There are so many car wash can be found in Tomohon. From the car wash that provide traditional equipment until car wash that provide modern equipment. It is resulting the business competition between car wash in Tomohon become tighter. Aquarius Car Wash is one of car wash services in Tomohon which is well known by the society. With the high demand for car wash services and the business competition between entrepreneurs, researcher is interested to know customer satisfaction on services of Aquarius Car Wash. In order to determine the level of customer satisfaction measurement, the Importance-Performance Analysis (IPA) is employed. This analysis could find the achievement and the services that need to be maintained and improved by Aquarius Car Wash.

Research Objective

The purpose of this research are to figure out how is the importance of service quality at Aquarius Car Wash and how is the performance of service quality at Aquarius Car Wash.

THEORITICAL FRAMEWORK

Marketing

Marketing is taken from the word "market", and according to Kotler et al. (2011) market is the set of actual and potential buyers of a product or services. In 2013, Kotler and Keller stated "market is various groups of customers". Moreover, Kotler and Keller (2013) defines Marketing is the activity, set of institutions, and processes for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners, and society in large.

Service Quality

Service is any act or performance that one party can offer to another that is essentially intangible and does not result in the ownership of anything. While quality is the totality of features and characteristics of a product or service that bear on its ability to satisfy stated or implied needs (Kotler and Keller, 2013). Service quality is a measure of how well the service level delivered matches customer expectations. Delivering quality service means conforming to customer expectations on a consistent basis (Lewis and Booms in Parasuraman, Zeithaml and Berry, 1985).

In marketing research, a popular approach to service quality is a model of SERVQUAL (Service Quality) developed by Parasuraman et al. (1985), ten service quality dimensions was determined. The dimensions are Reliability, Responsiveness, Competence, Access, Courtesy, Communication, Credibility, Security, Understanding/Knowing, and Tangibles. Parasuraman et al. in Kotler and Keller (2013) simplified the ten service quality dimensions into five dimensions; Tangibles, Reliability, Responsiveness, Assurance, and Empathy.

Customer Satisfaction

Customer satisfaction is achieved when the needs and wants of customers can be fulfilled. Customer satisfaction is the extent to which a product's perceived performance matches a buyer's expectations (Kotler et al., 2011). Moreover, Kotler and Armstrong in Mohammad and Alhamadani (2011) indicate that customer satisfaction is the customer's perception comparing their pre-purchase expectations with post-purchase perception.

Previous Research

Kankew (2013) entitled, "*Importance –Performance Analysis in Airlines Service Quality: A Case Study of Legacy Airlines in Thailand*". This study applied the Importance-Performance Analysis (IPA) technique to evaluate the service quality of legacy airlines in Thailand, which are Thai Airways International and Bangkok Airways. The questionnaires were divided into two keys activities; Ground and In-flight Services. The results reveal that overall importance and performance levels are high for both ground and onboard services. The result fell into IPA's grid 'keep up the good work'. Additionally, the factors affecting passengers' choice toward airlines are safety, variety of flight schedule, spacious seat, price, ease of reservation, efficiency of baggage handling, courtesy and professionalism of staff.

Sari et al. (2014) which is "*Application of Importance Performance Analysis Method to Improve the Quality of Service in South Jakarta Land Office*". This research aims to improve the quality of title registration services in South Jakarta Land Office. The quality of service is measured by the SERVQUAL model and used Importance Performance Analysis (IPA) methods to evaluate the quality of service. Based on the research results, it can be concluded that the quality of service has not met the users' expectations. Therefore, some indicators need to be improved services, especially the use of modern equipment systems such as queuing systems, speed of processing time according to the standard procedure, the opening hours, notification of completion documents processing, the existence of customer care, the waiting time to be served. This research can give the alternative policy to improve the quality of services in South Jakarta Land Office.

Tileng, Utomo, Latuperissa (2013) with the title, "*Analysis of Service Quality using Servqual Method and Importance Performance Analysis (IPA) in Population Department, Tomohon City*". The purpose of this study was to determine the indicators of quality of service that be priority to enhance by Department of Population, Tomohon in serving the public. In research using Importance Performance Analysis (IPA) to analyze. The result of this study based on the analysis of data and calculations through the perception and expectation level which shows that the average of public perception and expectations of the service quality in the Department of Population Tomohon scores 3.64 of perception and 3.48 of expectations. The perception is higher than the expectations of the society. IPA chart shows the attributes which includes in quadrant I, is the service provided of employees has been good while serving society, employees serve society with fast, employees have good capabilities in dealing complaints from society. This shows that the society was dissatisfied with the existing attributes, so that the performance needed to be improved.

RESEARCH METHOD

Type of Research

This research is a quantitative descriptive research. Quantitative research is explaining phenomena by collecting numerical data that are analyzed using mathematically based methods (Aliaga and Gunderson, 2002). The Importance-Performance Analysis was used in this research as the analytical tool.

Place and Time of Research

This research was conducted in Tomohon, from April - July 2016.

Population and Sample

Sekaran and Bougie (2010) Population is the entire group of people, events, or things of interest that the researcher wishes to investigate. Kotler et al. (2011) Sample is a segment of the population selected to represent the population as a whole. The population of this research were customers of Aquarius Car Wash. This research used accidental sampling, researcher selects the easiest population members from which to obtain information (Kotler et al., 2011) and 100 customers or respondents were taken as the sample.

Data Collection Method

The source of data used in this research are taken from primary and secondary data. Primary data consist of information collected for the specific purpose at hand (Kotler et al., 2011). Researcher collected primary data from the result of questionnaires. Secondary data consist of information that already exists somewhere, having been collected for another purpose (Kotler et al., 2011). The secondary data was taken from books, journals and relevant literature from library and internet.

Operational Definition of Research Variable

1. **Tangibles** Representing the service physically.
2. **Reliability** Delivering promised service dependably and accurately.
3. **Responsiveness** Being willing to help customer and provide prompt service.
4. **Assurance** Employee knowledge and courtesy and the ability of the firm and its employee to inspire trust and confidence.
5. **Empathy** Ease of doing relationships, good communication, personalized attention, and understanding of customer needs.

Data Analysis Method

Validity and Reliability

To analyze the validity of questionnaire, Pearson Product Moment was used. An instrument measure is valid if the instrument measure what ought to be measured. If probability of correlation is less than 0.05 (5%) then the research instrument is considered valid. Reliability test is established by testing for both consistency and stability of the answer of questions. The reliability test in this research used Alpha Cronbach. If Alpha is less than 0.6 then it is unreliable.

Importance-Performance Analysis

The Importance-Performance Analysis (IPA) framework was introduced by Martilla and James in 1977. Importance-Performance Analysis offers a number of advantages for evaluating customer acceptance of particular features of a company. It is a low-cost, easily-understood technique that can yield important insights into which aspect of the company should devote more attention (Martilla and James, 1977). The IPA model is divided into four quadrants, which importance on the y-axis and performance on the x-axis.

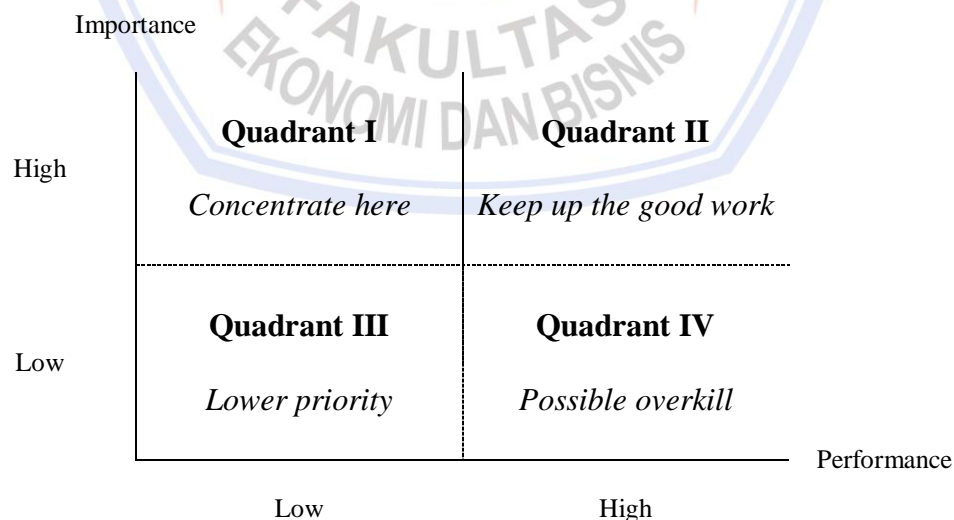


Figure 1. Importance-Performance Analysis Framework

Source: Martilla and James (1977)

Quadrant I : Attributes are perceived to be very important to respondents, but performance levels are fairly low. This suggests that improvement efforts should be concentrated here.

Quadrant II : Attributes are perceived to be very important to respondents, and at the same time, the organization seems to have high levels of performance in these activities. The message here is to keep up the good work.

Quadrant III : Attributes here are rated as having low importance and low performance. Although performance levels may be low in cell, managers should not be overly concerned, since the attributes in this cell are not perceived to be very important. Limited resources should be expended on this low priority cell.

Quadrant IV : This cell contains attributes of low importance, but where performance is relatively high. Respondents are satisfied with the performance of the organization, but managers should consider present efforts on the attributes of this cell as superfluous / unnecessary. Because the attributes in this cell are not perceived to be important.

RESULT AND DISCUSSION

Validity and Reliability Result

The result of reliability test shows that Alpha Cronbach is 0.908 which is above the acceptance limit of 0.6. Therefore, the research instrument is reliable. Total attributes are 15, however each attribute consists of 2 questions resulting number of items of 30. By comparing correlation index in Pearson Product Moment with significance level of 5% it can be seen whether research instruments are valid or not. If probability of correlation is less than 0.05 (5%) then the research instrument is considered valid. The result of validity test shows that the correlation index is higher than 0.3 and below the significance level of 5%. Therefore, the data is considered valid.

Importance-Performance Analysis Result

Table 1. Attributes, Importance Mean, Performance Mean, Quadrant

Service Quality Attributes	Importance Mean (Y)	Performance Mean (X)	Quadrant
Car Washing Equipment	4.36	3.95	II
Employees Appearance	3.47	3.6	III
Building Condition	4.07	3.77	III
Timely Completion	4.18	3.85	I
Ability to Provide Service	4.12	4	IV
Reasonableness of Costs	4.29	4.18	II
Willingness to Assist Customers	3.98	3.9	III
Ability to Resolve Customer Problems	4.05	3.78	III
Service Meets Customer Expectations	4.39	4.11	II
Trustworthiness of Employees	4.18	3.97	II
Professionalism of Employees	4.14	3.92	II
Vehicle Security Guarantees	4.46	4.04	II
Understanding Special Needs of Customers	4.03	3.87	III
Personalized Attention from Employees	4.1	3.93	IV
Prioritization of Customer Best Interest	3.81	3.72	III
AVERAGE	4.11	3.91	

Source: Data Processed, 2016

Table 1 shows that the importance of Vehicle Security Guarantees have the highest mean ($y=4.46$) followed by Service Meets Customer Expectations ($y=4.39$), Car Washing Equipment ($y=4.36$), Reasonableness of Costs ($y=4.29$), Timely Completion and Trustworthiness of Employees with the same mean ($y=4.18$), Professionalism of Employees ($y=4.14$), Ability to Provide Service ($y=4.12$), Personalized Attention from Employees ($y=4.1$), Building Condition ($y=4.07$), Ability to Resolve Customer Problems ($y=4.05$),

Understanding Special Needs of Customers ($y=4.03$), Willingness to Assist Customers ($y=3.98$), Prioritization of Customer Best Interest ($y=3.81$) and Employees Appearance have the lowest mean of importance ($y=3.47$). Meanwhile, the performance of Reasonableness of Costs have the highest mean ($x=4.18$) followed by Service Meets Customer Expectations ($x=4.11$), Vehicle Security Guarantees ($x=4.04$), Ability to Provide Service ($x=4$), Trustworthiness of Employees ($x=3.97$), Car Washing Equipment ($x=3.95$), Personalized Attention from Employees ($x=3.93$), Professionalism of Employees ($x=3.92$), Willingness to Assist Customers ($x=3.9$), Understanding Special Needs of Customers ($x=3.87$), Timely Completion ($x=3.85$), Ability to Resolve Customer Problems ($x=3.78$), Building Condition ($x=3.77$), Prioritization of Customer Best Interest ($x=3.72$) and Employees Appearance have the lowest mean of performance ($x=3.6$). As the result, Vehicle Security Guarantees is in the highest value for importance. On the other hand, Reasonableness of Cost is in the highest value for performance. It means the vehicles security guarantees was considered important toward the customers and the reasonableness of cost evaluated affordable from the perception of the customers of Aquarius Car Wash.

After getting the point of in the quadrant division axis where, $x=3.91$ and $y=4.11$, the next step is to plot the point (x and y) of each attribute into Cartesians graph as shown in Figure 2.

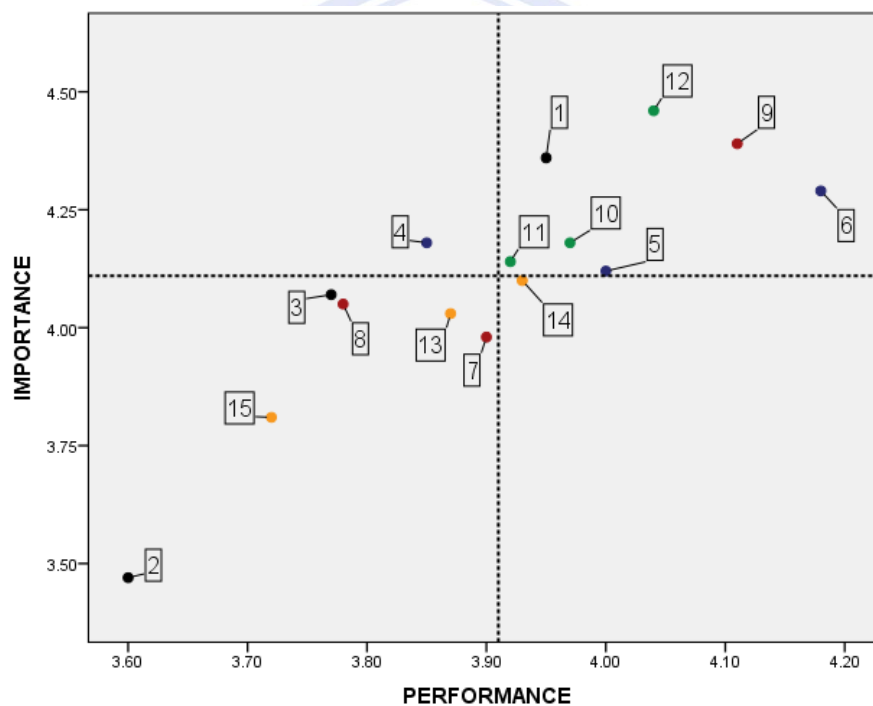


Figure 2. Data Plotting of Service Quality Attributes

Source: SPSS Output, 2016

Where:

- | | |
|--|---|
| 1 - Car Washing Equipment | Service Meets Customer Expectations – 9 |
| 2 - Employees Appearance | Trustworthiness of Employees – 10 |
| 3 - Building Condition | Professionalism of Employees – 11 |
| 4 - Timely Completion | Vehicle Security Guarantees – 12 |
| 5 - Ability to Provide Service | Understanding Special Needs of Customers – 13 |
| 6 - Reasonableness of Costs | Personalized Attention from Employees – 14 |
| 7 - Willingness to Assist Customers | Prioritization of Customer Best Interest – 15 |
| 8 - Ability to Resolve Customer Problems | |

Figure 2 shows that timely completion is located in quadrant I. It means timely completion attribute was perceived to be very important to customers of Aquarius Car Wash, but the performance levels are fairly low. This suggests that improvement efforts should be concentrated here.

Car washing equipment, ability to provide service, reasonableness of costs, service meets customer expectations, trustworthiness of employees, professionalism of employees and vehicle security guarantees are located in quadrant II. That seven attributes were perceived to be very important to customers and at the same time, Aquarius Car Wash have a high level of performance in performing those attributes. In other words, Aquarius Car Wash is perceived to be very good in their car washing equipment, able to provide service, reasonableness of cost, trustworthiness of employees, professionalism of employees and vehicle security guarantees. As all the aspects in this attributes are necessary for customers, the message here is to keep up the good work. Employees appearance, building condition, willingness to assist customers, ability to resolve customer problems, understanding special needs of customers and prioritization of customer best interest are located in quadrant III. That six attributes were assessed as low priority. It means that those attributes are not really important to the customers and at the same time, those attributes have low performance level. Therefore, Aquarius Car Wash should not be overly concerned, since the attributes were not perceived to be very important.

Personalized attention from employees is located in quadrant IV. In this quadrant, the attributes are not really important to customers, but the performance of Aquarius Car Wash is relatively high. The customers of Aquarius Car Wash are satisfied with the performance of employee, but Aquarius Car Wash should consider present efforts on the attributes of this quadrant as being unnecessary to customers.

Discussion

This research attempts to answer the problem statements as has been expounded earlier in this thesis. The result shows that Vehicle Security Guarantees is very important to customers compared with others attributes. It then followed by Service Meets Customer Expectations, Car Washing Equipment, Reasonableness of Costs, Timely Completion, Trustworthiness of Employees, Professionalism of Employees and Ability to Provide Service are relatively important to customers. After that, Personalized Attention from Employees, Building Condition, Ability to Resolve Customer Problems, Understanding Special Needs of Customers, Willingness to Assist Customers, Prioritization of Customer Best Interest are below the average level of importance for customers. Finally, Employees Appearance which is on the lowest level of importance for customers of Aquarius Car Wash based on the data plotting. While, in terms of performance, Reasonableness of Costs is in the highest performance level followed by Service Meets Customer Expectations, Vehicle Security Guarantees, Ability to Provide Service, Trustworthiness of Employees, Car Washing Equipment, Personalized Attention from Employees, Professionalism of Employees are above the average level of performance. After that, Willingness to Assist Customers, Understanding Special Needs of Customers, Timely Completion, Ability to Resolve Customer Problems, Building Condition, Prioritization of Customer Best Interest are below the average level of performance and the last Employees Appearance is at the lowest level of performance in Aquarius Car Wash customer's point of view. Based on the recap data from questionnaires and the importance-performance analysis, Service Quality Attributes are able to be analyzed.

As for Tangibles, the most important to customer is the car washing equipment. Car Washing Equipment is located in quadrant II, it is important and have high level of performance. In every car wash place, they must have equipment to wash the cars. It is thus important for Aquarius Car Wash. Moreover, customer perceived that Aquarius Car Wash has comprehensive and excellent equipment. It is then followed by Building Condition and Employees Appearance. They are located in quadrant III, it means the importance and performance level are low. Customer perceived that building condition and the appearance of employees are not important to them. Building condition is considered not important for customer and Aquarius Car Wash also does not give their best to provide good and clean waiting room and toilets. For employee appearance, Aquarius Car Wash does not need to get worried about its performance because it is unnecessary to customer. The main job of their employee is to wash the cars and their clothes might be dirty and wet. It is thus not important for the employees to look neat and clean when they are washing the cars.

As for Reliability, Ability to Provide Service is located in quadrant II, it is important and have high performance for customer of Aquarius Car Wash. Although washing car does not need special skills, but the customers consider the ability to provide service is important and the employee of Aquarius Car Wash performs

well. Furthermore, Reasonableness of Costs also located in quadrant II, it is considered relatively high for its importance level and the performance level also above average. Customer perceived that the cost is needed to be matched with the service provided and Aquarius Car Wash sets their cost suitable with their service. On the other hand, Timely Completion is located in quadrant I, it is important but have low performance for customer of Aquarius Car Wash. Customer perceived that the timely completion of service in Aquarius Car Wash does not perform well. However, it is important for customer to get their car done as fast as possible.

As for Responsiveness, Service Meets Customer Expectations is located in quadrant II, it is important and the performance level is relatively high. The service meets customer expectations. It is very important to customer and Aquarius Car Wash performs well in providing the service. Ability to Resolve Customer Problems and Willingness to Assist Customers are located in quadrant III, these elements are not too important and have low performance for customer of Aquarius Car Wash. Consumer considered the ability to resolve customer problems and willingness to assist customer are not important for them. They perceived the important thing for them is the service of car washing. Aquarius Car Wash does not perform well either in resolving customer problems and willingness to assist customer, but they do not need to be worry because it is not so important for the customer.

Meanwhile, for Assurance, every element is located in quadrant II, which means it is important and the performance is relatively high. Vehicle Security Guarantees is very important and have high performance for customer of Aquarius Car Wash. The customer feels secure when they give their car to employee. It is important for customer and Aquarius Car Wash to do well in performing their service and also to keep the things inside the car stay safe and well. Trustworthiness of Employees is important and have high performance for customer of Aquarius Car Wash. The customers considered it important and the employee perform well in getting customer's trust to wash their car. Professionalism of Employees is also important and have high performance for customer of Aquarius Car Wash. It is considered important to customer because if the service provided by the professional employee, customer does not need to be worried about the quality of car washing.

For Empathy, every element is located in low level of importance. Personalized Attention from Employees is located in quadrant IV, it is considered not important but have high performance for customer of Aquarius Car Wash. Aquarius Car Wash performs well in personalized attention to customers, but customer thought it is not important for them. Aquarius Car Wash has emphasized too much on things that do not need to, and given less attention to the things that need to. For Understanding Special Needs of Customers and Prioritization of Customer Best Interest are both located in quadrant III, it considered not important and have low performance for customer of Aquarius Car Wash. Customer thought it is not necessary for them and also Aquarius Car Wash not giving their best to deliver it. Since it is located in low priority, it does not give significant influence to customer satisfaction on the service provided by Aquarius Car Wash.

The result of this research shows that the importance higher than the performance. It is similar with the previous research by Tileng, Utomo, and Latuperissa (2013), Baroleh and Tumiwa (2016) and Sari et al. (2014) which found that the service has not met customer satisfaction. The perception of the customer is higher than their expectation. So, service quality has a big influence to the customer satisfaction. The company or entrepreneur need to evaluate more about their service quality, which attributes of service quality is the most important to customer and how is the company performance in that attributes.

CONCLUSION AND RECOMMENDATION

Conclusions

The conclusions drawn from this research are as follows:

1. Timely completion is very important but the performance level is in below average. It means Aquarius Car Wash needs to pay attention to these elements.
2. Vehicle security guarantees, service meets customer expectations, reasonableness of cost, car washing equipment, ability to provide service, trustworthiness of employees and professionalism of employees are important. These elements are also in the high level of performance. It means they have already performed well in delivering these elements.

3. Building condition, ability to resolve customer problems, willingness to assist customer, understanding special needs of customers, prioritization of customer best interest and employee appearance are the lowest compared to others, because they have low importance and low performance. It means that these elements are not important to customer and the performance of Aquarius Car Wash is below average.
4. Personalized attention from employees is not so important, however the performance of employee is relatively high. It means that personalized attention from employees is unnecessary for customer. However, the employee performs well in delivering this element.

Recommendations

Some recommendations are considered important to address those results. They are as follows,

1. Timely completion is in quadrant I. It means that Aquarius Car Wash needs to emphasize the element. It was perceived to be very important to customer but the performance level still low. Aquarius Car Wash needs to provide the faster service than current service.
2. Aquarius Car Wash needs to keep up the good work in vehicle security guarantees, service meets customer expectations, reasonableness of cost, car washing equipment, ability to provide service, trustworthiness of employees and professionalism of employees. Aquarius Car Wash has already performed well in delivering those services and they need to maintain their service. It is hoped that by maintaining such well performances, the customer will be satisfied and will be their loyal customers.
3. Building condition, ability to resolve customer problems, willingness to assist customer, understanding special needs of customers, prioritization of customer best interest and employee appearance are in quadrant III. They are considered as low priority. So, it is not so important for customer. Moreover, Aquarius Car Wash does not pay too much attention in delivering those services. However, based on observation conducted by researcher, Aquarius Car Wash needs to improve and clean their waiting room and toilets. They also need to increase the understanding of consumer's need, pay full attention to the customer's specific requirement. Although, it is not important to the customers, but Aquarius Car wash need to do it as the requirement of their job, to deliver good services.
4. Personalized attention from employees is in quadrant IV. It means that this cell contains attributes of low importance, but the performance is very good. The customer thought it is unnecessary for them, so Aquarius Car Wash needs to think again what elements that they need to be more concerned. Because give personalized attention to customer is considered not important for customer, Aquarius Car Wash does not need to be worried about these element, but be more focus on giving the best service in car washing.

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