

**EMPLOYEE SATISFACTION IMPROVEMENT USING  
SERVQUAL AND IMPORTANCE PERFORMANCE  
ANALYSIS AT ASOKA COFFEE**

**A THESIS**

**Submitted in Partial Fulfillment of the Requirement for the Bachelor Degree of  
Industrial Engineering**



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## DECLARATION OF ORIGINALITY

I certify that the research entitled "Employee Satisfaction Improvement using SERVQUAL and Importance Performance Analysis at Asoka Coffee" in this thesis has not already been submitted for any other degree.

I certify to the best of my knowledge and belief, this thesis which I wrote does not contain the works of parts of the works of other people, except those cited in the quotation and bibliography, as a scientific paper should.

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## ABSTRACT

This study aims to measure the service quality of Asoka Coffee's management from the employee's point of view and providing suggestions for improvement. Human resources are a very important in an organization. Organizations work well, followed by good quality and performance of human resources.

This research is conducted by adopting the principles of SERVQUAL methodology with the help of tools such as Importance Performance Analysis and Fishbone Diagram.

The results of SERVQUAL showed that Asoka Coffee's performance on employee needs as a whole has a negative value for tangibles of -0.89, reliability of -1.09, responsiveness of -0.80, assurance of -1.18 and empathy of -0.92. This value concludes that the performance level of Asoka Coffee has not met the needs of employees.

**Keywords:** Employee Satisfaction, SERVQUAL, Importance-Performance Analysis, Fishbone.