

# **ANALISIS PERANCANGAN PERBAIKAN KUALITAS LAYANAN DAN BEBAN KERJA REPARASI *APPAREL SEPATU* MENGGUNAKAN METODE SERVAQUAL (*SERVICE QUALITY*) DAN WLA (*WORK LOAD ANALYSIS*)**

**(Studi Kasus Pada UMKM Max Cleaning)**

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## **Abstrak**

Max Cleaning adalah UMKM yang bergerak di bidang jasa pencucian dan reparasi apparel mengalami permasalahan pada kualitas pelayanan dan produktivitas yang mengakibatkan terjadinya tida tepat waktu. Untuk meningkatkan performa, Max Cleaning menggunakan metode SERVQUAL untuk meningkatkan kualitas pelayanan dan metode WLA untuk mengurangi beban kerja karyawan. Penelitian ini bertujuan untuk mengevaluasi kualitas pelayanan berdasarkan lima dimensi SERVQUAL: *tangibles*, *reliability*, *responsiveness*, *assurance*, dan *empathy*, serta untuk mengurangi beban kerja karyawan. Terdapat berbagai elemen kerja di unit *washing* dan *repairing*, termasuk penerimaan barang, klasifikasi material, proses cuci, reparasi, dan pengecekan kualitas. Hasil penelitian menunjukkan bahwa meskipun pelayanan sudah mendekati ekspektasi pelanggan, ada kekurangan pada dimensi *tangibles* dan *responsiveness* yang perlu diperbaiki. Secara keseluruhan, pelayanan UMKM ini sudah memenuhi harapan pelanggan. Namun, perhitungan beban kerja menunjukkan bahwa pekerja di unit *washing* dan *repairing* mengalami *overload*, dengan beban kerja yang melebihi kapasitas efisien. Oleh karena itu, disarankan untuk menambah jumlah pekerja atau melakukan redistribusi tugas untuk mengurangi beban kerja yang berlebihan dan meningkatkan efisiensi operasional.

**Kata kunci:** Kualitas, Produktivitas, WLA, SERVQUAL

# **ANALYSIS OF SERVICE QUALITY IMPROVEMENT DESIGN AND WORKLOAD OF SHOE APPAREL REPAIR USING SERVQUAL (SERVICE QUALITY) AND WLA (WORK LOAD ANALYSIS) METHODS**

**(Case Study at UMKM Max Cleaning)**

## **ABSTRACT**

Max Cleaning is a micro, small, and medium enterprise (UMKM) specializing in apparel washing and repair services. The company is currently facing service quality and productivity challenges, which have resulted in delivery delays. To enhance performance, Max Cleaning employs the SERVQUAL method to improve service quality and the Workload Analysis (WLA) method to alleviate employee workload. This study aims to evaluate service quality based on the five dimensions of SERVQUAL: tangibles, reliability, responsiveness, assurance, and empathy, while also addressing employee workload. The washing and repairing unit comprises various work elements, including receiving goods, material classification, the washing process, repairs, and quality control. The study's findings indicate that, although the service is generally aligned with customer expectations, there are notable deficiencies in the tangibles and responsiveness dimensions that require improvement. Overall, the service provided by this UMKM meets customer expectations; however, the workload analysis reveals that employees in the washing and repairing unit are overloaded, with workloads exceeding efficient capacity. Therefore, increasing the number of workers or redistributing tasks is recommended to mitigate excessive workload and enhance operational efficiency.

**Keywords:** Quality, Productivity, WLA, SERVQUAL

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