

ABSTRAK

Penelitian ini berfokus pada pengembangan strategi layanan berkelanjutan di Pasar Caruban Baru (PCB), Kabupaten Madiun, dengan memanfaatkan pendekatan Voice of Customer (VoC), Importance-Performance Analysis (IPA), dan Quality Function Deployment (QFD). Hasil penelitian menunjukkan bahwa kinerja fasilitas dan layanan pasar belum sepenuhnya memenuhi ekspektasi pedagang maupun pengunjung. Keluhan utama pedagang terkait minimnya fasilitas pendukung dan dampak promosi terhadap penjualan, sedangkan pengunjung menyoroti kebutuhan akan fasilitas kuliner, ATM, dan rekreasi.

Pemetaan kinerja layanan mengidentifikasi sejumlah atribut prioritas yang memerlukan peningkatan segera, seperti keamanan, aksesibilitas transportasi umum, dan keunikan produk pasar. Berdasarkan analisis ini, respon teknis disusun untuk meningkatkan fasilitas pasar, seperti diversifikasi produk, peningkatan keamanan, penyediaan fasilitas ramah lansia, serta penyelenggaraan event tematik. Strategi pengembangan yang dirumuskan menggunakan HoQ mencakup langkah-langkah inovatif yang dirancang untuk meningkatkan daya tarik pasar tradisional secara terintegrasi dan berkelanjutan.

Penelitian ini diharapkan dapat menjadi acuan dalam pengelolaan pasar tradisional yang berorientasi pada kebutuhan pengguna dan berkelanjutan.

Kata Kunci: *Importance-Performance Analysis, Quality Function Deployment, Pasar Tradisional*

ABSTRACT

This research focuses on developing a sustainable service strategy at Pasar Caruban Baru (PCB), Madiun Regency, by utilizing the Voice of Customer (VoC), Importance-Performance Analysis (IPA), and Quality Function Deployment (QFD) approaches. The results show that the performance of market facilities and services has not fully met the expectations of traders and visitors. The main complaints of traders are related to the lack of supporting facilities and the impact of promotions on sales, while visitors highlight the need for culinary, ATM, and recreational facilities.

Service performance mapping identified a number of priority attributes that require immediate improvement, such as security, public transportation accessibility, and uniqueness of market products. Based on this analysis, technical responses were developed to improve market facilities, such as product diversification, security enhancement, provision of senior-friendly facilities, and organizing thematic events. The development strategy formulated using HoQ includes innovative measures designed to improve the attractiveness of traditional markets in an integrated and sustainable manner.

This research is expected to serve as a reference in managing traditional markets that are oriented towards user needs and are sustainable.

Keywords: Importance-Performance Analysis, Quality Function Deployment, Traditional Market