

**ANALISIS KEPUASAN PELANGGAN DENGAN PENDEKATAN
SERVQUAL DAN CUSTOMOR SATIS FACTION INDEX (CSI) (STUDI
KASUS: UD SINGGIH JAYA GRESIK)**

Nama Mahasiswa : Yogie Putra Utama
NIM : 2011910025
Pembimbing : Andhika Eko Prasetya, S.T., M.T.

ABSTRAK

Pada era ini perkembangan industri otomotif di Indonesia semakin meningkat setiap tahunnya. Industri jasa pencucian kendaraan saat ini menjadi peluang yang sangat besar. Salah satunya yaitu UD Singgih Jaya yang merupakan usaha jasa cuci mobil yang saat ini sedang berkembang di kota Gresik yang perlu meningkatkan kepuasan pelanggannya, hal ini dilakukan agar pelanggan merasa puas, yang dapat mengakibatkan loyalitas dan kesetiaan pelanggan terhadap perusahaan. Salah satu cara untuk meningkatkan kualitas pelayanan adalah dengan mengetahui tingkat kepuasan dan fitur apa saja yang perlu ditingkatkan. Metode yang digunakan dalam penelitian ini adalah *Servqual* dan *Customer Satisfaction Index (CSI)*. Dimensi layanan tersebut meliputi *Tangibles* (Bukti langsung), *Responsiveness* (Daya Tanggap), *Assurance* (Jaminan), dan *Empathy* (Empati). Hasil yang diperoleh belum memenuhi harapan pelanggan karena nilai kualitas (Q) yang dihitung ≤ 1 . Didapat hasil nilai kualitas pelayanan pada dimensi *Tangible* sebesar 0.873 dimensi *Reability* mendapatkan nilai kualitas pelayanan sebesar 0.998 dimensi *Responsiveness* mendapatkan kualitas pelayanan nilai sebesar 0.939 dimensi *Assurance* mendapatkan nilai kualitas pelayanan sebesar 0.956 dimensi *Empathy* mendapatkan nilai kualitas pelayanan sebesar 0.876 pada hasil analisis diagram kartesius yang menjadi prioritas utama dan harus ditingkatkan pada kuadran I yaitu atribut 1 yaitu ruang tunggu yang nyaman nilai gap -0,797, atribut 3 penampilan karyawan nilai gap -0,59, atribut 4 kondisi toilet yang bersih nilai gap -0,695, atribut 5 kebersihan area cuci mobil nilai gap -0,507, atribut 13 Karyawan responsif dalam melakukan pekerjaan cuci mobil nilai -0,547, atribut 21 Kesesuaian jam buka yang telah ditentukan nilai gap -0,714, atribut 22 karyawan mau menerima kritik pelanggan nilai gap -0,671, atribut 25 karyawan bersikap ramah dan sopan nilai gap -0,421.

Kata Kunci: *Assurance*, Diagram Kartesius, *Empathy*, kualitas Pelayanan, Metode *Servqual*, *Reability*, *Responsiveness*, *Tangible*.

**ANALYSIS OF CUSTOMER SATISFACTION WITH SERVQUAL
APPROACH AND CUSTOMOR SATIS FACTION INDEX (CSI) (CASE
STUDY: UD SINGGIH JAYA GRESIK)**

Student Name : Yogie Putra Utamana

Student Identity Number : 2011910025

Advisor : Andhika Eko Prasetya, S.T., M.T.

ABSTRACT

In this current era, the development of the automotive industry in Indonesia is increasing every year. The vehicle washing service industry is currently a huge opportunity. One of them is UD Singgih Jaya which is a car wash service business that is currently developing in the city of Gresik which must continuously increase customer satisfaction, this is done so that customers get satisfaction which can create customer loyalty or loyalty for the company. One effort that can be done to improve the quality of service to customers is by knowing the level of satisfaction and what attributes need to be improved. The method used in this research is Servqual and Customer Satisfaction Index (CSI). These service dimensions include tangibles, responsiveness, assurance, and empathy. The results obtained did not meet customer expectations because the calculated quality value (Q) ≤ 1 . The results obtained for the value of service quality on the Tangible dimension were 0.873 the Reability dimension obtained a service quality value of 0.998 the Responsiveness dimension obtained a service quality value of 0.939 the Assurance dimension obtained the service quality value was 0.956 the Empathy dimension obtained a service quality value of 0.876 on the results of the Cartesian diagram analysis which is a top priority and must be improved in quadrant I, namely attribute 1, namely a comfortable waiting room, gap value -0.797, attribute 3 employee appearance gap value -0.59, attribute 4 clean toilet conditions gap value -0.695, attribute 5 cleanliness of the car wash area gap value -0.507, attribute 13 Employees are responsive in doing car wash work value -0.547, attribute 21 Conformity of predetermined opening hours gap value -0.714, attribute 22 employees are willing to accept customer criticism gap value -0.671, attribute 25 employees were friendly and polite with a gap value of -0.421.

Keywords: Assurance, Cartesian Diagram, Empathy, Quality of Service, Servqual Method, Reability, Responsiveness, Tangibles.