

ABSTRAK

ANALISIS KEPUASAN KONSUMEN TERHADAP KUALITAS PELAYANAN PADA JASA EKSPEDISI TIKI DI BANDAR LAMPUNG

Oleh:

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Penelitian ini bertujuan untuk mengetahui kepuasan konsumen jasa ekspedisi TIKI dari nilai harapan dan kinerja yang ada pada TIKI Pusat Bandar Lampung. Jenis penelitian kuantitatif dengan metode deskriptif. Populasi yang digunakan adalah konsumen jasa ekspedisi TIKI dengan jumlah sampel 97 menggunakan teknik penarikan sampel purposive, yaitu konsumen yang pernah menggunakan layanan TIKI. Berdasarkan penelitian ini, diperoleh nilai Importance Performance Analysis (IPA) atribut terbanyak berada pada kuadran C yang menjadi prioritas rendah oleh konsumen. Prioritas utama konsumen berada pada kuadran A, yaitu atribut tindakan cepat dan tanggap atas keluhan, keakuratan penimbangan barang yang dikirim, keamanan barang yang dikirim yang harus diperbaiki jasa ekspedisi TIKI. Nilai analisis customer satisfaction index (CSI) sebesar 75,42 artinya konsumen TIKI di Bandar Lampung berada di kriteria Puas.

Kata kunci: Kepuasan konsumen, Kualitas Pelayanan, Customer Satisfaction Index (CSI), dan Importance Performance Analysis (IPA).

ABSTRACT

THE ANALYSIS OF CUSTOMER SATISFACTION ON SERVICE QUALITY AT TIKI EXPEDITION SERVICES IN BANDAR LAMPUNG

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The purpose of this study was to find the consumer satisfaction on the service quality of TIKI expedition services from the expected value and performance at TIKI Pusat Bandar Lampung. This study used a quantitative approach with the descriptive method. The population was the consumers of TIKI expedition services with the sample of 97 determined by using the purposive sampling technique, with the criteria namely consumers who had used TIKI expedition services. Based on this research, it was found that the Importance Performance Analysis (IPA) value of the most attributes was in quadrant C which was a low priority by consumers. The main priority of consumers is in quadrant A, namely the attributes of fast and responsive action on complaints, the accuracy of weighing the goods sent, the safety of the goods sent that had to be improved by TIKI expedition services. The analysis value of the Customer Satisfaction Index (CSI) was 75.42, meaning that the TIKI consumers in Bandar Lampung were satisfied with the criteria.

Keywords: Customer satisfaction, Service Quality, Customer Satisfaction Index (CSI), and Importance Performance Analysis (IPA).

