

ABSTRACT

PT J&T Express Karangsembung is one of the Hubs of J&T Express which is a logistics service company. PT J&T is a company that ranks first when compared to similar services. The hub experienced an increase in the number of subscribers at the beginning of the year and decreased in the middle to the end of the year. This is caused by the quality of service provided by the hub is no longer relevant to the current conditions. This research was conducted to improve service quality. Service quality is closely related to customer satisfaction. Companies must provide services that meet the standards expected by customers, even exceeding customer expectations. Thus, companies can easily achieve customer satisfaction and make customers continue to use the company's services. This study aims to analyze the effect of service quality on Expedition Services on customer satisfaction for J&T Express Karangsembung. In this study, five independent variables were used: tangible, reliability, responsiveness, assurance, and empathy. In addition, one dependent variable is used, namely customer satisfaction. For service companies, customer satisfaction is very important because it shows the company's ability to meet customer expectations.

The purpose of this study was to identify the most important service quality components for customers and components that need to be improved to increase J&T Express customer satisfaction using the Servqual, Importance Performance Analysis (IPA) and House Of Quality (HOQ) methods. In this study, the use of the Servqual method aims to obtain a gap value obtained from the difference between the value of the customer expectation questionnaire and the value of the customer reality questionnaire. The results show that if the gap value obtained is positive, it means that the company has been able to meet the expectations of customers. However, if the value is negative, then this means that the company has not been able to meet customer expectations and requires further improvement and Importance Performance Analysis (IPA) is able to accommodate aspects that are less than customer expectations. The quadrant division is the answer to the assessment of priority aspects of interest in making improvements. The quadrant that is the focus of this research is the quadrant that has the characteristics of not

meeting customer expectations, marked by a high customer expectation value above the average but the actual value is low below the average. The reason for choosing this quadrant is that in this quadrant it means that the customer has high enough expectations so that it is above average but in reality it is still low so it is still below average, if improvements are not made immediately the customer will be more disappointed because he has given a high expectation value.

n order for the improvements made to be properly described, it is necessary to design a House of Quality (HOQ). HOQ can provide a variety of information about the needs and desires of consumers. The HOQ discusses in advance the level of satisfaction from each existing problem, then the target for improvements to be made, followed by the ratio of the improvements to be made, the sales value that can increase customer satisfaction, then given a weight by adding up all of these things. The normalization of the weights is also carried out in order to see numbers that are more normal and have the same comparison scale. From these results can be used as a guide to give weight to the relationship between customer needs and technical characteristics that are compared to one another. The next step is to determine the direction of improvement by filling in the Direct of Improvement line for each existing technical characteristic. Furthermore, the last is to determine the relationship between improvements or existing technical characteristics. The sample used in this study amounted to 125 respondents who were already above the minimum number of respondents using the servqual method, amounting to 100 respondents, while the data collection technique was through direct observation and questionnaires. The result of using the HOQ is a sequence of improvement priorities obtained from the relationship between customer needs and technical characteristics. These improvements are expected to be the answer to the declining number of customers from the company.

Keywords: Service Quality, Customer Satisfaction