

ABSTRACT

AutoKirim is a company engaged in the Aggregator field as a third party between package delivery expeditions and package recipients. The problem experienced by the company is the decline in the number of active AutoKirim partners. The purpose of this study is to analyze and find factors of service quality on satisfaction using the Servqual model. The five dimensions of Servqual, namely Tangible, Reliability, Responsiveness, Assurance, and Empathy will be analyzed using several methods including the gap test, Customer Satisfaction Index (CSI), multiple linear regression, Importance Performance Analysis (IPA), and Potential Gain in Customer Value (PGCV). The results showed that the partner satisfaction value from the CSI analysis was 72%. The 72% value states that in general partners are quite satisfied with AutoKirim services, but there are still gaps between expectations and reality, especially in the aspect of physical facilities in the Tangible dimension. The regression test results show that four dimensions have a partial effect with a significance value of 0.001 in the Reliability dimension, 0.000 in the Responsiveness dimension, 0.034 in the Assurance dimension and 0.000 in the Empathy dimension, while the Tangible dimension has a significance value of 0.240 which indicates that there is no significant effect. Through IPA and PGCV analysis, attributes are obtained that need to be improved immediately. These attributes relate to technical features (R2) in the Tangible dimension and responses to partner complaints (RE4) in the Responsiveness dimension. These findings are expected to be a strategic consideration for AutoKirim in improving service quality in maintaining partner satisfaction. This research also contributes to companies related to the development of service quality evaluation on partners.

Keywords: *Customer Satisfaction, Importance Performance Analysis, Potential Gain in Customer Value, Servqual,*