JISTE (Journal of Information System, Technology and Engineering)
Volume 1, No. 4, pp. 104-119
E-ISSN: 2987-6117
http://gemapublisher.com/index.php/jiste
Received: October 2023
Accepted: November 2023
Published: December 2023

Analysis of Service Quality to Customer Satisfaction with CSI and Servqual Methods

Anang Ahmad Ainul Yahya[1], Rio Candra Pratama[2], Ardana Putri Farahdiansari[3]

Universitas Bojonegoro[1,2,3]

Email: ameg990@gmail.com[1]

Abstract

AHASS Jaya Sakti is a workshop service that provides services to vehicles with Honda motorbikes. AHASS Jaya Sakti can be found on Jl. Jaksa Agung Suprapto No.160, Bojonegoro. Competition in the automotive industry has become so intense that it is no longer limited to product sales, but has begun to extend to the creation of differentiation and competitive advantage through the provision of services. The method used in this study is to use the Service Quality (Servqual) and Customer Satisfaction Index (CSI) methods. The results of data processing carried out at the AHHAS Jaya Sakti workshop as a whole meet customer expectation with a value of 0.10044. This is evidenced by the Customer Satisfaction Index (CSI) value of 83%, which indicates that AHHAS workshop customers are very satisfied with the services provided. Then there are several attributes that have a negative gap value in AHHAS workshop services, namely the reliability dimension of attribute X6 with a gap value of -0.014, attribute X8 with a gap value of -0.06, attribute X9 with a gap value of -0.03, attribute X10 with a gap value of -0.11, the responsiveness dimension of attribute X11 with a gap value of -0.03, the guarantee dimension of attribute X17 with a gap value of -0.1, attribute X18 with a gap value of -0.07, and finally the empathy dimension of attribute X22 with a gap value of -0.03, attribute X24 with a gap value of -0.029.

Keyword: ***service quality, csi, customer satisfaction.***

INTRODUCTION

Customer satisfaction reflects the totality of a consumer's behavior towards a product, goods, or services after using or consuming them (Suprapti, 2010). The level of customer satisfaction depends on the quality of service offered by the industry. Kotler (1995) defines satisfaction as the level of a person's feelings after comparing the performance or results experienced with their expectations. Customer satisfaction is related to the quality of service in a particular industry.

The increase in the number of consumers should be accompanied by an increase in services that can strengthen the strong bond between consumers and the industry. The quality of goods or products has an influence on customer satisfaction. Good quality is one of the industry's priorities in achieving competitive advantage. Failure to improve service quality will place the industry in an environmental problem.

Consumers who feel dissatisfied will describe their experiences to potential customers and other consumers, which can impact the industry's performance. Some methods used to measure customer satisfaction are the Customer Satisfaction Index and Service Quality (Servqual) method. The Customer Satisfaction Index method is a measurement instrument for customer satisfaction with received services, which focuses on the physical arrangement (Hsu, 2008). The 5 main measures for assessing customer satisfaction are Price, Service Quality, Product Quality, Emotional Factor, and Efficiency (Irawan, 2007).

Service quality is everything that focuses on meeting the needs and desires of consumers accompanied by accuracy in delivery, resulting in a balanced alignment with consumer expectations (Rizal et al., 2014). For every company, they always strive to provide excellent service to guests and target to attract as many customer guests as possible to remain competitive in the business world. Therefore, companies aiming to attract guests should not only concentrate on marketing but also be supported by other factors that can make guests feel satisfied with what they have received, such as the quality of service provided by the company.

Customer service is the result produced by companies operating in the service sector. One of the strategies to survive in this business competition is to enhance the quality of service to meet customer desires. The level of success in business competition is determined by a high level of service quality. Quality service demonstrates efficiency and the ability to create customer satisfaction, which reflects how well a company's performance meets customer expectations (Hidayati & Prasetyo, 2015). The success of a company can be measured by how responsive it is to customer desires, thereby creating satisfaction, comfort, and loyalty from customers towards the company(Susianti & Arini, 2021).

The researchers selected AHASS Jaya Sakti workshop as the research subject based on observations and information from online media that indicated several issues faced by the workshop. Some customer complaints related to the services include high service costs, unaffordable spare part prices, service delays, excessively long service durations, lack of employee responsiveness in meeting customer needs, and issues related to fair service. Nevertheless, AHASS Jaya Sakti has always strived to provide the best service. However, a service quality analysis is necessary to measure the level of customer satisfaction and ensure if there are customers who feel dissatisfied with the services provided.

METHOD

In this research, various techniques are needed to collect data, and the method used for data collection is primary data. Primary data is information gathered directly by individuals or organizations from the research subjects for the purpose of the respective study. The collection of primary data can be done through interviews, observations, focused discussions, and questionnaire distribution (Sekaran, 2011). In this study, primary data consists of observations and questionnaire distribution.

1. Data Collection Tool

In the research on Service Quality Analysis and Customer Satisfaction at AHASS Jaya Sakti Workshop in Bojonegoro, questionnaires were used as a supporting tool. Additionally, SPSS software version 16 was utilized to test the validity and reliability of the gathered data.

2. Questionnaire sheets.

The attributes of this research are adapted from a previous study (Hasibuan, 2019).

Table 1. Questionnaire statements.

No	Dimensions	Statements
1	*Tangible*	1. The workshop environment is clean and tidy.
		2. Complete workshop equipment.
		3. Comfortable waiting area with complete waiting room facilities (magazines, newspapers, television, Wi-Fi, and soft drinks available).
		4. Employees' appearance is neat and attractive.
		5. A clean restroom environment.
2	*Reliability*	6. Service costs, standard, and affordable spare part prices.
		7. The technician has extensive experience in their field.
		8. The technician is capable of repairing damages.
		9. Providing fast and satisfactory service.
		10. Employees complete their tasks on the promised time.
3	*Responsivennes*	11. Fulfilling special requests from customers.
		12. Employees and technicians work quickly and responsively in serving customers.
		13. Providing clear information to customers.
		14. Employees offer solutions to customers for component replacement approval.
		15. Technician and administrative staff's ability to address customer complaints.
4	*Assurance*	16. The equipment used for servicing and maintenance can be accounted for.
		17. Safe and convenient parking space.
		18. Providing service warranties.
		19. Safe from damages such as dents, scratches, loss during the servicing process.
		20. Honest and trustworthy employees.
5	*Empathy*	21. Employees and technicians provide feedback and attention to customers as important individuals.
		22. Understanding customer needs.
		23. Polite and friendly service towards customers.

	24. Fair service without considering social status. 25. Attention to customer complaints.

3. Determination of Sample Size

The sampling technique used in this research is a non-probability technique, namely incidental sampling. In this technique, samples are chosen incidentally, meaning anyone who incidentally encounters the researcher can be considered a sample, as long as they are deemed suitable as a data source (Sugiono, 2012). Below is the formula from Lemeshow (1997):

$$n = \frac{z_{1-a/2}\, p(1-P)}{d^2}$$

Explanation:
n = Sample size
z = 90% confidence level z-score = 1.65
P = Maximum estimated proportion = 0.5
d = Alpha (0.1) or sampling error = 10%
Therefore, by using the formula above, the sample size is obtained as follows:

$$n = \frac{Z^2 1a/2\ P(1-p)}{d^2}$$

$$n = \frac{1{,}65^2.0{,}5(1-0{,}5)}{0{,}1^2}$$

$$n = \frac{2{,}77.0{,}25}{0{,}01}$$

n = 68,06 / 68 Source: (Hasibuan, 2019)

The calculation above indicates that the minimum required sample size is 68 respondents, specifically from the customer segment. However, in this study, a sample of 70 respondents will be used.

4. Validity and Reliability Test.

The formula used to measure the instrument's validity is the Pearson Product-Moment correlation formula, which relates the scores of each item in the questionnaire to the overall score.

$$r_{xy} = \frac{\mathrm{N}\sum \mathrm{XY} - (\sum \mathrm{X})(\sum \mathrm{Y})}{\sum \mathrm{X}^2 - (\sum \mathrm{X})^2\{N\sum \mathrm{Y}^2 - (\sum \mathrm{Y})^2\}}$$

Source : (Somantri, 2006)
Explanation:
r = Validity correlation
n = Number of respondents
x = Sum of scores for each item
y = Total score (factor)
xy = Sum of the multiplication of item scores (x) with the total score (y).

To test reliability, SPSS software is used. The formula used in reliability testing is as follows:

$$\alpha = \frac{k}{k-1}(1 - \frac{\sum S^2 J}{S^2 x}$$

Source: (Nurdiyanti, 2010)
Explanation:

α : Alpha reliability coefficient
k : Number of items
Sj : Respondents' variance for item I
Sx : Total score variance.

5. Servqual Data Processing**.**

To measure the quality of service, it is necessary to compare the perceived or received service by customers with the ideal service they expect or desire. The difference between perceived service and expectations is referred to as a "gap" or reflects service quality (Mustofa et al., 2019). The Servqual score will indicate the extent of the difference between customer perceptions and expectations. To calculate the Servqual score for each

SERVQUAL SCORE = PERCEPTION SCORE - EXPECTATION SCORE

statement, the following formula can be used (Parasuraman, 1990):

1. If the result is positive (+), it means that the customer's perception has exceeded expectations, indicating an improvement in the quality of service at the AHASS workshop in the eyes of the customers.
2. If the result is negative (-), it means that the AHASS workshop has not yet been able to meet customer perceptions or expectations.

6. CSI Data Processing

To calculate the CSI value, the following steps can be used (Aritonang, 2005):

1. Calculate the Mean Importance Score (MIS) for each variable, which is the average of the ratings given.
2. Determine Weight Factors (WF) for each variable. These weights are the percentage of the MIS value per variable compared to the total MIS of all variables.
3. Calculate the Mean Satisfaction Score (MSS) for each attribute, which is the average of the expressed expectations.
4. Determine Weight Score (WSk) for each variable. These weights are obtained by multiplying WFk by MSSk (WS), calculated as MIS / total MIS * 100 (WF).
5. Calculate the Customer Satisfaction Index (CSI) by dividing the WS value by the Likert scale used.

RESULTS AND DISCUSSION

Validation Test

Validation test is a test to determine whether data from the questionnaire can be considered valid or not. The purpose of this validity test is to ensure that the answers from the questionnaire can be used with assured validity in the research. Validity testing is carried out by comparing the calculated r value with the tabled r value.

1. If the calculated r value > tabled r value = valid

2. If the calculated r value < tabled r value = not valid

Tabel r untuk df = 51 - 100

df = (N-2)	Tingkat signifikansi untuk uji satu arah				
	0.05	0.025	0.01	0.005	0.0005
	Tingkat signifikansi untuk uji dua arah				
	0.1	0.05	0.02	0.01	0.001
51	0.2284	0.2706	0.3188	0.3509	0.4393
52	0.2262	0.2681	0.3158	0.3477	0.4354
53	0.2241	0.2656	0.3129	0.3445	0.4317
54	0.2221	0.2632	0.3102	0.3415	0.4280
55	0.2201	0.2609	0.3074	0.3385	0.4244
56	0.2181	0.2586	0.3048	0.3357	0.4210
57	0.2162	0.2564	0.3022	0.3328	0.4176
58	0.2144	0.2542	0.2997	0.3301	0.4143
59	0.2126	0.2521	0.2972	0.3274	0.4110
60	0.2108	0.2500	0.2948	0.3248	0.4079
61	0.2091	0.2480	0.2925	0.3223	0.4048
62	0.2075	0.2461	0.2902	0.3198	0.4018
63	0.2058	0.2441	0.2880	0.3173	0.3988
64	0.2042	0.2423	0.2858	0.3150	0.3959
65	0.2027	0.2404	0.2837	0.3126	0.3931
66	0.2012	0.2387	0.2816	0.3104	0.3903
67	0.1997	0.2369	0.2796	0.3081	0.3876
68	0.1982	0.2352	0.2776	0.3060	0.3850
69	0.1968	0.2335	0.2756	0.3038	0.3823
70	0.1954	0.2319	0.2737	0.3017	0.3798
71	0.1940	0.2303	0.2718	0.2997	0.3773

Figure 1. Table r

In my research, I used a sample size (df=n-2) of 70-2=68 respondents with a 5% significance level in the distribution of the statistical tabled r value, resulting in a tabled r value of 0.231. Here are the results of the validity test of customer assessment and expectation statements using SPSS V16.

Table 2. Validation Test

Code	Tangible	Expectations		Results	Assessment		Results
		rTable	rCount		rTable	rCount	
X1	The workshop environment is clean and tidy.	0.231	0.321	*Valid*	0.231	0.274	*Valid*
X2	Complete workshop equipment.	0.231	0.299	*Valid*	0.231	0.354	*Valid*
X3	Comfortable waiting area with complete waiting room facilities	0.231	0.592	*Valid*	0.231	0.426	*Valid*

	(magazines, newspapers, television, Wi-Fi, and soft drinks available).						
X4	Employees' appearance is neat and attractive.	0.231	0.420	*Valid*	0.231	0.423	*Valid*
X5	A clean restroom environment.	0.231	0.299	*Valid*	0.231	0.444	*Valid*
X6	Service costs, standard, and affordable spare part prices.	0.231	0.402	*Valid*	0.231	0.444	*Valid*
X7	The technician has extensive experience in their field.	0.231	0.354	*Valid*	0.231	0.435	*Valid*
X8	The technician is capable of repairing damages.	0.231	0.592	*Valid*	0.231	0.308	*Valid*
X9	Providing fast and satisfactory service.	0.231	0.608	*Valid*	0.231	0.359	*Valid*
X10	Employees complete their tasks on the promised time.	0.231	0.512	*Valid*	0.231	0.444	*Valid*
X11	Fulfilling special requests from customers.	0.231	0.608	*Valid*	0.231	0.359	*Valid*
X12	Employees and technicians work quickly and responsively in serving customers.	0.231	0.323	*Valid*	0.231	0.423	*Valid*
X13	Providing clear information to customers.	0.231	0.420	*Valid*	0.231	0.426	*Valid*
X14	Employees offer solutions to customers for component replacement approval.	0.231	0.592	*Valid*	0.231	0.409	*Valid*
X15	Technician and administrative staff's ability to address customer complaints.	0.231	0.299	*Valid*	0.231	0.463	*Valid*

X16	The equipment used for servicing and maintenance can be accounted for.	0.231	0.592	*Valid*	0.231	0.426	*Valid*
X17	Safe and convenient parking space.	0.231	0.258	*Valid*	0.231	0.359	*Valid*
X18	Providing service warranties.	0.231	0.370	*Valid*	0.231	0.365	*Valid*
X19	Safe from damages such as dents, scratches, loss during the servicing process.	0.231	0.321	*Valid*	0.231	0.308	*Valid*
X20	Honest and trustworthy employees.	0.231	0.327	*Valid*	0.231	0.426	*Valid*
X21	Employees and technicians provide feedback and attention to customers as important individuals.	0.231	0.322	*Valid*	0.231	0.44	*Valid*
X22	Understanding customer needs.	0.231	0.608	*Valid*	0.231	0.278	*Valid*
X23	Polite and friendly service towards customers.	0.231	0.608	*Valid*	0.231	0.41	*Valid*
X24	Fair service without considering social status.	0.231	0.358	*Valid*	0.231	0.256	*Valid*
X25	Attention to customer complaints.	0.231	0.608	*Valid*	0.231	0.40	*Valid*

Source: Personal Documents

After conducting the validity test on respondent answers, it is evident that the calculated r value is greater than the tabled r value, which is 0.231. Therefore, it can be concluded that the validity test in Table 2 above is valid.

Reliability test

In the view of Sugiono (2005), reliability is the ability of a set of measurements or measuring instruments to provide consistent results when measurements are repeated using the same measuring instrument. A questionnaire is considered reliable if it can produce relatively similar results when measured again on different subjects and at different times, or if it yields consistent results (Arikunto, 1998). In calculating reliability tests, the Cronbach's Alpha formula is used. If the calculated r value is greater than 0.6,

then the data can be considered reliable (Wiratna, 2014). To calculate this reliability test, the researcher used the Statistical Product and Service Solution (SPSS) software, as in the validity test. Here are the results of the reliability test for expectations and assessments.

Table 3. Reliability test

Expectations	0,829
Assessments	0,760

Source: Personal Documents

Thus, a score of 0.829 was obtained for the reliability test of expectations, and a score of 0.760 for assessments. Therefore, reliability tests exceeding 0.6 are considered suitable for research.

Service Quality Data Processing

1. Tangible

Tangible evidence can be explained as the concrete manifestation of a company, such as the availability of facilities for customers that can be directly experienced by them. Based on the data in Table 4, the average value in the tangible dimension is 0.0716, indicating that customers' perceptions of the services provided in the tangible dimension or tangible evidence have been fulfilled.

Table 4. Tangible Evidence Dimension

Code	Tangible	Expectations	Assessment	Gap
X1	The workshop environment is clean and tidy.	4,257	4,271	0,014
X2	Complete workshop equipment.	4,33	4,34	0,01
X3	Comfortable waiting area with complete waiting room facilities (magazines, newspapers, television, Wi-Fi, and soft drinks available).	3,986	4,3	0,314
X4	Employees' appearance is neat and attractive.	4,186	4,286	0,1
X5	A clean restroom environment.	4,24	4,35	0,01
Avarage		4,183	4,289	0,0716

Source: Personal Documents

2. Reliability

Reviewing the level of customer satisfaction with the reliability dimension. Reliability is the company's ability to deliver services as promised to customers. From Table 5, it can be observed that the average value in the Reliability dimension is -0.023, indicating that customers' perceptions are lower than customer expectations regarding the services provided in the reliability dimension.

Table 5. Reliability Dimension**.**

Code	Reliability	Expectations	Assessment	Gap
X6	Service costs, standard, and affordable spare part prices.	4,243	4,228	-0,014
X7	The technician has extensive experience in their field.	4,2	4,3	0,1
X8	The technician is capable of repairing damages.	4,329	4,271	-0,06
X9	Providing fast and satisfactory service.	4,271	4,243	-0,03
X10	Employees complete their tasks on the promised time.	4,243	4,129	-0,11
Avarage		4,257	4,234	-0,023

Source: Personal Documents

3. Responsive

Responsiveness is the ability and willingness of employees or the company to assist customers and provide quick and accurate service. From Table 6, it is evident that the average value in the Responsiveness dimension is 0.182, indicating that customers' perceptions of the services provided in the responsiveness dimension have been met.

Table 6. Responsive Dimension

Code	Responsive	Expectations	Assessment	Gap
X11	Fulfilling special requests from customers.	4,26	4,23	-0,03
X12	Employees and technicians work quickly and responsively in serving customers.	4,186	4,2	0,05
X13	Providing clear information to customers.	3,99	4,29	0,3
X14	Employees offer solutions to customers for component replacement approval.	3,84	4,3	0,46
X15	Technician and administrative staff's ability to address customer complaints.	4,21	3,34	0,13
Avarage		4,099	4,075	0,182

Source: Personal Documents

4. Assurance

Assurance refers to the knowledge possessed by employees in building customer trust in the company. There are four aspects that can be parameters in this dimension: friendliness, competence, credibility, and security. From Table 7, it can be seen that the

average value in the Assurance dimension is 0.1014, indicating that customers' perceptions of the services provided in the assurance dimension have been met.

Table 7. Assurance Dimension

Code	Assurance	Expectations	Assessment	Gap
X16	The equipment used for servicing and maintenance can be accounted for.	3,99	4,3	0,31
X17	Safe and convenient parking space.	4,27	4,17	-0,1
X18	Providing service warranties.	4,25	4,18	-0,07
X19	Safe from damages such as dents, scratches, loss during the servicing process.	4,2	4,257	0,057
X20	Honest and trustworthy employees.	3,99	4,3	0,31
Avarage		4,14	4,241	0,1014

Source: Personal Documents

5. Emphaty

Empathy is the concern of individuals within the company for customers. In this regard, it is expected that the company has a deep understanding and knowledge of customers, understands specific customer needs, and provides a comfortable operational time for customers. Based on Table 8, the average value in the Empathy dimension is 0.17, indicating that customers' perceptions of the services provided in the empathy dimension have been met.

Table 8. Emphaty Dimension

Code	Emphaty	Expectations	Assessment	Gap
X21	Employees and technicians provide feedback and attention to customers as important individuals.	4,24	4,27	0,11
X22	Understanding customer needs.	4,27	4,24	-0,03
X23	Polite and friendly service towards customers.	3,8	4,2	0,4
X24	Fair service without considering social status.	4,271	4,243	-0,029
X25	Attention to customer complaints.	3,84	4,24	0,4
Avarage		4,084	4,239	0,17

Source: Personal Documents

6. Overall Gap Value

The results of processing the entire gap data indicate that the overall average gap value is 0.10044. This indicates that customer assessments have reached or met the services provided by AHASS, as seen in Table 9.

Table 9. Overall Gap Value

Dimension	Code	Expectations	Assessment	Gap
Tangible	X1	4,257	4,271	0,014
	X2	4,33	4,34	0,01
	X3	3,986	4,3	0,314
	X4	4,186	4,286	0,01
	X5	4,24	4,35	0,01
Reliability	X6	4,243	4,228	-0,014
	X7	4,2	4,3	0,1
	X8	4,329	4,271	-0,06
	X9	4,271	4,243	-0,03
	X10	4,243	4,129	-0,11
Responsive	X11	4,26	4,23	-0,03
	X12	4,186	4,2	0,05
	X13	3,99	4,29	0,3
	X14	3,84	4,3	0,46
	X15	4,21	3,34	0,13
Assurance	X16	3,99	4,3	0,31
	X17	4,27	4,17	-0,1
	X18	4,25	4,18	-0,07
	X19	4,2	4,257	0,057
	X20	3,99	4,3	0,31
Emphaty	X21	4,24	4,27	0,11
	X22	4,27	4,24	-0,03
	X23	3,8	4,2	0,4
	X24	4,271	4,243	-0,029
	X25	3,84	4,24	0,4
Avarage total	4,15272		4,21548	0,10044

Source: Personal Documents

Processing CSI Data

CSI is a method used to assess overall customer satisfaction by considering the importance of measured service quality characteristics. There are 5 criteria for the satisfaction level (Trinoto, 2021), as shown in Table 10.

Table 10. Satisfaction Level

Level	Satisfaction
< 60%	Not Satisfied
60-75%	Less Satisfied
76-85%	Satisfied Enough
86-95%	Satisfied
>95%	Very Satisfied

Source: Trinoto, 2021

To calculate the CSI value, the following steps can be taken:

1. The first step is to determine the Mean Importance Score (MIS) for each variable, which is calculated from the average of the ratings given by respondents 1 to 70.
2. The second step is to determine the Mean Satisfaction Score (MSS) for each attribute, which is calculated from the average of the expectations of respondents 1 to 70.

Furthermore, the calculation results show that the total MIS is 105.387 and MSS is 103.818, as seen in Table 11. Explanation: P = Assessment and H = Expectation

Table 11. MIS and MSS

Item	MIS	Item	MSS
P1	4,271	H1	4,257
P2	4,34	H2	4,33
P3	4,3	H3	3,986
P4	4,286	H4	4,186
P5	4,35	H5	4,24
P6	4,228	H6	4,243
P7	4,3	H7	4,2
P8	4,271	H8	4,329
P9	4,243	H9	4,271
P10	4,129	H10	4,243
P11	4,23	H11	4,26
P12	4,2	H12	4,186
P13	4,29	H13	3,99
P14	4,3	H14	3,84
P15	3,34	H15	4,21
P16	4,3	H16	3,99
P17	4,17	H17	4,27
P18	4,18	H18	4,25
P19	4,257	H19	4,2
P20	4,3	H20	3,99
P21	4,27	H21	4,24
P22	4,24	H22	4,27
P23	4,2	H23	3,8
P24	4,243	H24	4,271
P25	4,24	H25	3,84
Total	105,387	Total	103,818

Source: Personal Documents

After determining MIS and MSS, then determine WF and WF.

3. The next step is to create Weight Factors (WF) for each variable. This weight is the percentage of the MIS value per variable relative to the total MIS of all variables, calculated using the formula MIS / total MIS * 100.

4. Next, for each variable, Weight Score (WS) is calculated. This weight is calculated as the multiplication of WFk by MSS, using the formula MIS / total MIS * 100.

Table 12. WF and WS

Code	WF	WS
X1	4,053	17,252
X2	4,026	17,083
X3	4,080	16,264
X4	4,067	17,024
X5	4,121	17,481
X6	4,012	17,022
X7	4,080	17,137
X8	4,053	17,544
X9	4,026	17,196
X10	3,918	16,624
X11	4,026	17,196
X12	3,985	16,683
X13	4,071	16,242
X14	4,080	15,668
X15	3,169	13,343
X16	4,080	16,280
X17	3,957	16,896
X18	3,966	16,857
X19	4,039	16,965
X20	4,080	16,280
X21	4,052	17,179
X22	4,023	17,179
X23	3,985	15,144
X24	4,026	17,196
X25	4,023	15,449
Weight Total(WT)		415,183
CSI		83,037(83%)

Source: Personal Documents

The final step in this process is to calculate the Customer Satisfaction Index (CSI) by dividing the total WT (Weighted Total) value by the Likert scale value, which is 415.183 divided by 5, resulting in a CSI score of 83.037. Based on Table 12, this CSI score indicates that customers at AHASS Jaya Sakti workshop feel quite satisfied with the service provided.

CONCLUSION

From the data processing results, it can be concluded that overall customer satisfaction at AHASS Jaya Sakti Workshop has met customer expectations with a score of 0.10044. This is supported by the Customer Satisfaction Index (CSI) score of 83%, indicating that customers at AHASS are quite satisfied with the service provided. However, there are some attributes that have negative gap values at AHASS Workshop.

Attribute X6 in the reliability dimension has a gap value of -0.014, attribute X8 with a gap value of -0.06, attribute X9 with a gap value of -0.03, attribute X10 with a gap value of -0.11, in the responsiveness dimension there is attribute X11 with a gap value of -0.03, attribute X17 in the assurance dimension with a gap value of -0.1, attribute X18 with a gap value of -0.07, and finally in the empathy dimension, there is attribute X22 with a gap value of -0.03, and attribute X24 with a gap value of -0.029. Therefore, service quality improvement is needed to enhance customer satisfaction. Service improvement priorities should start with attributes that have the highest negative gap values, such as employees completing tasks on time as promised.

REFERENCES

Agustin, R. P., Suparwo, A., Yuliyana, W., Sunarsi, D., & Nurjaya, N. (2021). Pengaruh kualitas pelayanan terhadap kepuasan pelanggan serta dampaknya pada word of mouth jasa pengurusan nenkin di CV Speed Nenkin. *JIIP-Jurnal Ilmiah Ilmu Pendidikan*, 4(3), 186-190.

Ariani, F., Trisnasari, E., Aprilinda, Y., & Affandi, F. N. (2018). Aplikasi Berbasis Web Metode Servqual Untuk Mengukur Kepuasan Mahasiswa Terhadap Layanan Laboratorium Komputer. Expert J. Manaj. Sist. Inf. dan Teknol, 8(2), 56-60.

Fadhli, K., Komari, M., Rahmatika, A. N. M., & Ismail, A. N. (2021). Pengaruh pelayanan dan inovasi produk terhadap kepuasan pelanggan CV. AFCO group jombang. *Jurnal Inovasi Penelitian*, 2(3), 855-864.

Hasibuan, A. M. (2019). Analisis Peningkatan Kualitas Pelayanan Bengkel Motor Dengan Pendekatan Metode Servqual Dan Importance Performance Analisys (IPA)(Studi Kasus Pada Bengkel Dwijaya Motor Jl. Kaliurang KM 14.5 Yogyakarta). Skripsi. Universitas Islam Indonesia.

Hidayati, S. N., & Prasetyo, A. P. (2015). Analisis Kualitas Pelayanan E-KTP Menggunakan Metode Customer Satisfaction Index, Metode Service Quality, dan Importance Performance Analysis. *Jurnal Maksipreneur: Manajemen, Koperasi, dan Entrepreneurship*, 5(1), 117-133.

Irawan, H. (2007). *Prinsip Kepuasan Pelanggan*. Jakarta: Elex Media Komputindo, 54, 55.

Kotler, P., & Keller, K. L. (2009). *Manajemen Pemasaran, edisi 13 jilid 1 dan* 2. Jakarta. Penerbit Erlangga.

Lemeshow, S., David, W. H., Klar, J., & Stephen, K. L. (1997). *Besar Sampel Dalam Penelitian Kesehatan*. Yogyakarta: Gajah Mada University Press.

Naomi, P. (2005). Pengukuran Tingkat Kepuasan Pelanggan terhadap Jasa Pelayanan Kesehatan (Menggunakan Metoda Performance Importance Analysis Di Unit Rawat Inap Rumah Sakit Umum Sumedang). *abmas*, 77.

Nurdiyanti, D. H. (2010). *Efektivitas Penggunaan Model Pembelajaran Problem Based Learning Guna Pembentukan Berpikir Kritis pada SMK Perindustrian Yogyakarta*. Program Studi Ilmu Sosial, Universitas Negeri Yogyakarta.

Putri, F., & Ikawangi, L. O. N. (2017). Analisis kepuasan pasien BPJS rawat jalan dengan metode Servqual, CSI, dan IPA di klinik dr. M. Suherman. *Jurnal Kesehatan*, 5(2), 106-115.

Rizal, N., Ambar, H., & Hari, A. (2014). Usulan Peningkatan Kualitas Pelayanan Jasa pada Bengkel "X" Berdasarkan Hasil Matrix Importance-Performance Analysis*(Studi Kasus di Bengkel AHASS PD. Sumber Motor Karawang*). Jurnal Online Institut Teknologi Nasional*, Vol. 01, No. 03.

Satria, S. (2019). Analisis Sistem Informasi Mengukur Kepuasan Pelayanan Pelanggan dengan Metode Servqual. *Kilat*, 8(1), 52-64.

Sebayang, J., Saniman, S., & Murniyanti, S. (2022). Penerapan Metode CSI Dalam Menentukan Kepuasan Pasien Suntik Vaksin. *Jurnal Sistem Informasi Triguna Dharma (JURSI TGD)*, 1(5), 585-594.

Sekaran, U. (2011). Metodologi Penelitian Untuk Bisnis. Jakarta: Salemba 4

Simamora, H. (2004). *Manajemen Sumber Daya Manusia. Edisi Ketiga. Cetakan pertama*. Bagian Penerbitan STIE YKPN. Yogyakarta

Somantri, A., & Muhidin, S. A. (2006). *Aplikasi Statistika Dalam Penelitian*. Bandung: Pustaka Setia

Sugiono. (2012). *Metode Penelitian Bisnis*. Bandung: Alfabeta.

Suprapti,N.W.S. (2010). *Perilaku Konsumen : Pemahaman Dasar dan Aplikasinya dalam Strategi Pemasaran*. Bali: Universitas Udayana Bali.

Trinoto, A. A., & Zamakhsari, A. (2021). Analisis kepuasan pelanggan terhadap aplikasi pelayanan pelanggan dengan metode CSI dan servqual. *STRING (Satuan Tulisan Riset dan inovasi teknologi)*, 5(3), 342-347.

Wicaksana, W. (2019). Pentingnya Kepuasan Pelanggan pada suatu bisnis. *Jurnal Manajemen Pendidikan Dan Ilmu Sosial*, 1(1), 317-323.

Widiyanti, W. (2022). Evaluasi Servqual pada Petshop Indonesia menggunakan Metode IPA dan CSI. *Perspektif: Jurnal Ekonomi dan Manajemen Akademi Bina Sarana Informatika*, 20(1), 50-59.

Yusendra, A. E. (2016). Analisis Kepuasan Konsumen Terhadap Kualitas Pelayanan Di Bengkel Pt. Sumber Trada Motor Bandar Lampung. *Jurnal Manajemen Magister Darmajaya*, 2(02), 142-158.