

**ANALISIS CUSTOMER SATISFACTION INDEX TERHADAP  
KINERJA J&T EXSPRESS MENGGUNAKAN METODE SERVQUAL DAN  
IMPORTANCE PERFORMANCE ANALYSIS(IPA)  
Studi kasus J&T Exspress Banjar**

**Ilman Adi Permana <sup>1</sup>, Suseno <sup>2</sup>**

<sup>1,2</sup>Program Studi Teknik Industri, Fakultas Sains & Teknologi  
Universitas Teknologi Yogyakarta  
E-mail: <sup>1</sup>[Suseno@uty.ac.id](mailto:Suseno@uty.ac.id), <sup>2</sup>[Ilmandipsy@gmail.com](mailto:Ilmandipsy@gmail.com)

**ABSTRAK**

Penelitian ini dilakukan disebuah perusahaan yang bergerak dibidang pengiriman jasa. Proses pelayanan pengiriman jasa tidak terlepas dari permasalahan kualitas pelayanan yang masih belum sesuai sebagaimana yang diharapkan oleh para pelanggannya. Penelitian ini bertujuan untuk mengidentifikasi kualitas layanan serta atribut dimensi kualitas kinerja dan harapan yang dianggap penting dalam layanan jasa J&T Exspress cabang Banjar dan memberikan usulan perbaikan kualitas pelayanan yang masih belum sesuai dengan harapan pelanggannya. Metode yang digunakan adalah Servqual dan *Importance Performance Analysis* (IPA). Pengumpulan data menggunakan teknik pengisian kuisioner kepada 100 responden dengan pengujian validitas dan reliabilitas pada setiap instrument pertanyaanya dengan skala pengukuran likert. Data yang telah dikumpulkan dianalisis menggunakan Importance Performance Analysis untuk mengetahui kesuaian antara kinerja dan harapan. Hasil penelitian menunjukkan tingkat kepuasan pelanggan antara kinerja dan harapan dilihat dari dimensi *Tangibility* (Faktor fisik), *Reliability* (Keandalan) sudah menunjukkan hasil yang baik, sedangkan untuk dimensi *Responsiveness* (Daya tanggap), *Assurance* (Jaminan), *Empathy* (Perhatian), tingkat kepuasan pelanggan antara kinerja dan harapan belum menunjukkan hasil yang baik dan masih perlu ditingkatkan kualitas pelayanannya.

Kata Kunci : *Tangibility, Reliability, Responsiveness, Assurance, Empathy* dan Kualitas layanan

***CUSTOMER SATISFACTION INDEX ANALYSIS OF J&T EXPRESS PERFORMANCE  
USING SERVQUAL AND IMPORTANCE PERFORMANCE ANALYSIS (IPA) METHODS  
J&T Express Banjar case study***

**Ilman Adi Permana <sup>1</sup>, Suseno <sup>2</sup>**

<sup>1,2</sup>*Industrial Engineering Study Program, Faculty of Science & Technology,  
University of Technology Yogyakarta*

E-mail: <sup>1</sup>[Suseno@uty.ac.id](mailto:Suseno@uty.ac.id), <sup>2</sup>[Ilmandipsy@gmail.com](mailto:Ilmandipsy@gmail.com)

***ABSTRACT***

*This research was conducted in a company engaged in the delivery of services. The service delivery process is inseparable from the problem of service quality that is still not as expected by its customers. This study aims to identify service quality and attribute dimensions of performance quality and expectations that are considered important in the services of J&T Express Banjar branch and provide suggestions for improving service quality which is still not in accordance with customer expectations. The method used is Servqual and Importance Performance Analysis (IPA). Collecting data using a questionnaire filling technique to 100 respondents by testing the validity and reliability of each question instrument with a Likert measurement scale. The data that has been collected was analyzed using Importance Performance Analysis to determine the match between performance and expectations. The results showed that the level of customer satisfaction between performance and expectations seen from the dimensions of Tangibility, Reliability has shown good results, while for the Responsiveness, Assurance, Empathy dimensions, the level of customer satisfaction between performance and expectations has not shown good results and still needs to be improved the quality of service.*

***Keywords:*** *Tangibility, Reliability, Responsiveness, Assurance, Empathy and Service quality*