

# **ANALISIS TINGKAT PELAYANAN DENGAN METODE IMPORTANCE PERFORMANCE ANALYSIS (IPA) Studi Kasus : JNE Sorongen Yogyakarta**

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## **ABSTRAK**

Kualitas pelayanan merupakan faktor penting dalam sebuah usaha terutama dalam usaha jasa pengiriman barang karena kualitas pelayanan sangat mempengaruhi kepuasan pelanggan dimana terciptanya loyalitas pelanggan. Tujuan dalam penelitian ini yaitu untuk mengetahui tingkat kualitas pelayan JNE sorongen, pendekatan pengambilan data menggunakan kuesioner dimensi *servqual* (*tangible, responsiveness, reliability, assurance, dan emphaty*), data hasil kuesioner dilakukan perhitungan tingkat kesesuaian, gap (kesenjangan), uji beda (uji t-test), lalu menggunakan metode IPA (*important performance analiysis*) untuk mengetahui tingkat kepentingan sebuah layanan, Hasil penelitian dengan menggunakan 101 sampel diperoleh nilai tingkat kesesuaian keseluruhan sebesar 89,8%, nilai gap (kesenjangan) keseluruhan -0.4409, nilai t – test untuk masing – masing dimensi *servqual* (*tangible, responsiveness, reliability, assurance, dan emphaty*), -8.456, -8.126, -10.251, -9.311, -9.494, dan metode IPA diperoleh hasil yang didapatkan yaitu terdapat kuadran A dengan 3 atribut, kuadran B dengan 8 atribut, kuadran C dengan 7 atribut, dan kuadran D dengan 4 atribut. Berdasarkan hasil analisis keseluruhan dapat disimpulkan bahwa kinerja JNE cabang Sorongen Yogyakarta masih belum cukup baik dan konsumen belum terlalu merasa puas dengan pelayanan yang diberikan, dengan atribut terpenting yang perlu lebih ditingkatkan kinerjanya yaitu, waktu kedatangan barang sesuai dengan waktu yang diberikan, ganti rugi jika ada kerusakan pada barang, dan kepentingan pelanggan diutamakan.

Kata kunci : Kualitas Pelayanan, *Importance Performance Analysis*.

**SERVICE LEVEL ANALYSIS WITH IMPORTANCE  
PERFORMANCE ANALYSIS (IPA) METHOD  
Case Study : JNE Sorongen Yogyakarta**

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**ABSTRACT**

*Service quality is an important factor in a business, especially in the business of shipping goods because the quality of service greatly affects customer satisfaction so as to create customer loyalty. The purpose of this study is to determine the level of service quality of JNE Sorongen. The data collection approach uses a servqual dimension questionnaire (tangible, responsiveness, reliability, assurance, and empathy), the data from the questionnaire is calculated according to the level of conformity, gap (gap), difference test (t test). -test), then use the IPA (important performance analysis) method to determine the level of importance of a service. The results of the study using 101 samples showed that the overall level of conformity was 89.8%, the overall gap value was -0.4409, the t-test value for each servqual dimension (tangible, responsiveness, reliability, assurance, and empathy), - 8.456, -8.126, -10.251, -9.311, -9.494, and with the IPA method, the results obtained are in quadrant A with 3 attributes, quadrant B with 8 attributes, quadrant C with 7 attributes, and quadrant D with 4 attributes. Based on the results of the overall analysis, it can be concluded that the performance of JNE Sorongen Yogyakarta branch is still not good enough and consumers are not too satisfied with the services provided, with the most important attributes that need to be further improved, namely the arrival time of the goods according to the time given, compensation if there is damage on goods, and put the interests of customers first.*

**Keywords:** *Service Quality, Importance Performance Analysis.*

