

**ANALISIS KEPUASAN PELANGGAN IM2 BROOM DENGAN METODE
SERVQUAL DAN KANO
(STUDI KASUS GALERI INDOSAT M2 PASAR MINGGU JAKARTA)**

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis tingkat kepuasan pelanggan IM2 Broom di Jakarta dan menganalisis atribut yang harus diperbaiki oleh Indosat untuk meningkatkan kinerja IM2 Broom. Data diperoleh dari 100 orang pelanggan IM2 Broom dan 20 karyawan Galeri Indosat M2 Cabang Pasar Minggu Jakarta dengan teknik pengambilan purposive sampling. Pengujian menggunakan 5 indikator, yaitu tangible, realibility, responsiveness, emphaty, dan assurance. Metode analisis yang digunakan adalah metode Servqual dengan perhitungan gap 1 dan gap 5 serta model Kano. Uji validitas dan reabilitas dengan tingkat signifikansi 5%. Atribut yang diteliti sebanyak 25 atribut.

Hasil perhitungan Gap 5 didapatkan bahwa selisih rata-rata antara perceived dan expected pelanggan, yaitu -0,8072. Hasil perhitungan Gap 1 didapatkan bahwa selisih rata-rata antara perceived karyawan dan expected pelanggan, yaitu -0,0608. Atribut yang perlu diperbaiki adalah kestabilan kecepatan akses internet di setiap waktu penggunaan, kestabilan kecepatan akses internet pada saat peak time, jumlah kecepatan akses downloading internet yang tinggi pada waktu penggunaan, jumlah kecepatan akses uploading internet yang tinggi pada waktu penggunaan, kestabilan sinyal dalam setiap waktu penggunaan, kompatibilitas produk pada jaringan akses yang terbaru, kompatibilitas produk pada berbagai jenis jaringan akses, jumlah kecepatan jaringan yang tinggi untuk koneksi ke situs-situs yang sering diakses, kestabilan koneksi internet (tidak mudah putus) saat online, kemudahan melakukan rekoneksi setelah jaringan server down, citra baik yang dimiliki perusahaan, kecepatan pegawai Customer Care dalam penanganan masalah, ketanggapan pegawai Customer Care Service dalam mengatasi keluhan, kemudahan dalam menemukan gerai pelayanan fisik dimana-mana, dan citra produk sejalan dengan kepribadian pengguna.

Kata Kunci : kepuasan pelanggan , Servqual, Kano

ABSTRACT

This study aims to analyze the level of customer satisfaction IM2 Broom in Jakarta and analyze the attributes that must be repaired by Indosat IM2 Broom for increased performance. Data were obtained from 100 people IM2 Broom customers and 20 employees Gallery Sunday Market Branch Indosat M2 Jakarta by making purposive sampling technique. Tests using five indicators, namely tangible, realibility, responsiveness, emphaty, and assurance. Methods of analysis used is the method by calculating SERVQUAL gap 1 and gap 5 and the Kano model. Test validity and reliability with a significance level of 5%. Attributes are studied as much as 25 attributes.

Gap 5 Calculation results obtained that the average difference between perceived and expected customers, that is - 0.8072. The results of calculation of Gap 1 found that the average difference between perceived and expected customer employees, that is - 0.0608. Attributes that need to be improved is the stability of the speed of Internet access at all times of use, stability of the Internet access speed during peak time, the amount of downloading speed internet access high at the time of use, the amount of uploading speed internet access high at the time of use, stability of the signal in each time the use, compatibility of the product on the network access the latest, the compatibility of the product on various types of access networks, the number of high-speed network to connect to sites that are frequently accessed, stable internet connection (not easy to break) while online, the ease of doing reconnection after a network server down, the company's good image, the speed of an employee in handling of Customer Care, Customer Care service employee responsiveness in dealing with complaints, the ease of finding physical service outlets everywhere, and the image of the product line with the personality of the user.

Keywords: customer satisfaction, Servqual, Kano