



**CUSTOMER SATISFACTION ANALYSIS OF WARUNG
DADAR BREDAR USING SERVQUAL METHOD: SERVICE
PERFORMANCE AT THE WARUNG LOCATION**

UNDERGRADUATE FINAL PROJECT

**Submitted as one of the requirements to obtain
Sarjana Teknik (S.T.)**

By:

Muhammad Khrisna Hidayatullah

ID 004201800005

**FACULTY OF ENGINEERING
INDUSTRIAL ENGINEERING STUDY PROGRAM
CIKARANG
MAY 2025**

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ABSTRACT

The study is to know the level of customer satisfaction and the factors of servqual method at Warung Dadar Bredar. The researcher analyzes the level of customer satisfaction with servqual method then evaluate and identify the influence of factors by servqual dimension. The method is using Servqual method consists of five dimensions of servqual: Tangibles, Reliability, Assurance, Empathy, Responsiveness. Surveys and observations were used to collect data from customers who has ever visited. A pilot questionnaire was distributed, followed by validity and reliability tests. The expectation score, perception score and the servqual gap are collected. After collecting data, calculations, analysis, and the result were conducted. The results indicate that customer satisfaction at the Warung Dadar Bredar has achieved and not achieved due to a difference between customer expectations and perceptions, with Tangible dimension -0.09, Responsiveness dimension gap -0.06, Empathy dimension -0.02, Reliability dimensions -0.20 and Assurance dimension -0.05 with an average Servqual score of -0.08 and an actual average score of 98%. There is a gap between customer expectations and perceptions across various dimensions of service. The result affects satisfaction, while responsiveness shows some services need improvement. Reliability has a significant gap. Some services exceed expectations, while others need enhancements.

Keywords: *Customer Satisfaction, Likert Scale, Servqual Model, Service Quality*

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