# IDENTIFICATION OF CUSTOMERS SATISFACTION AT SAMBAL HALILINTAR CIKARANG WITH THE SERVQUAL (SERVICE QUALITY) METHOD

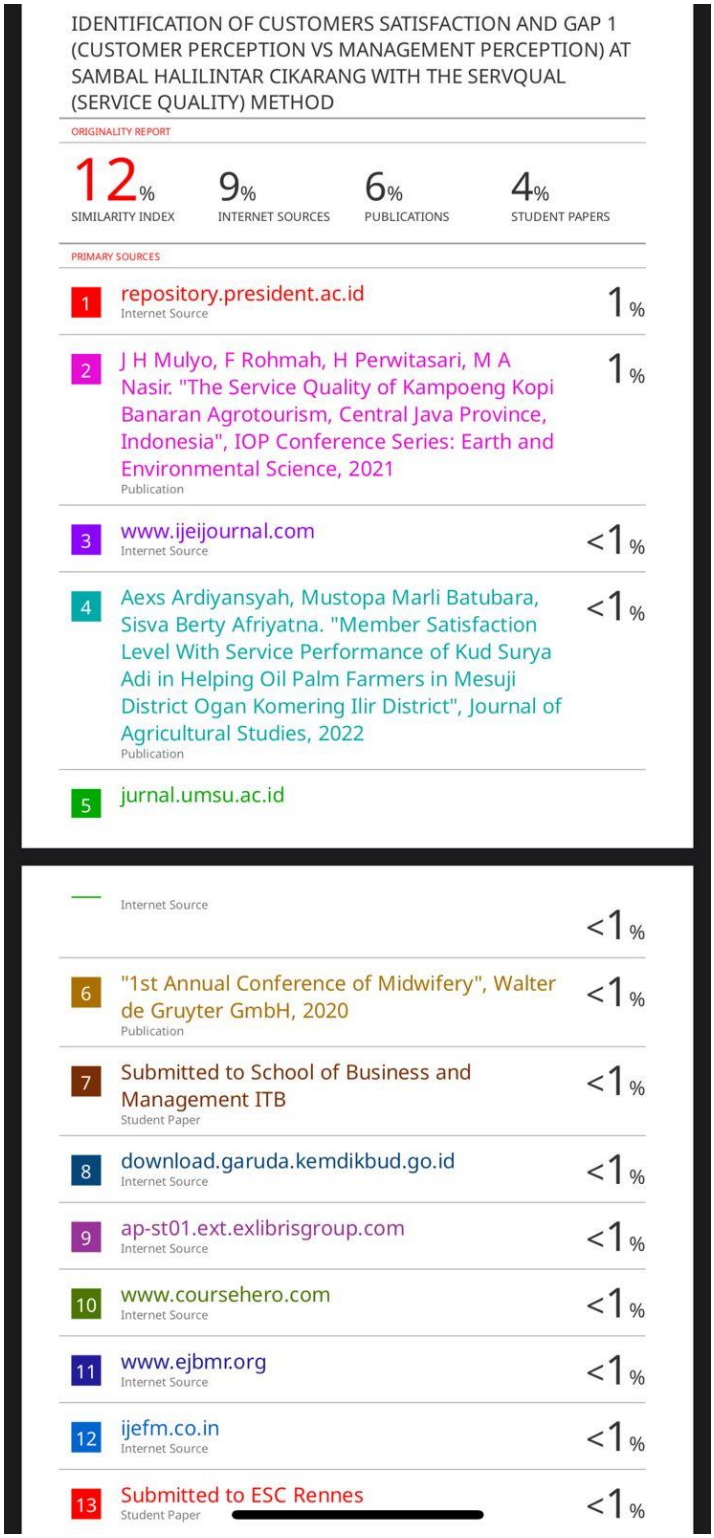
**UNDERGRADUATE FINAL PROJECT**

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

**By**
**Trisdiyanti**
**004201900038**

**FACULTY OF ENGINEERING**
**INDUSTRIAL ENGINEERING STUDY PROGRAM**
**CIKARANG**
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# SIMILARITY CHECKING RESULT



IDENTIFICATION OF CUSTOMERS SATISFACTION AND GAP 1 (CUSTOMER PERCEPTION VS MANAGEMENT PERCEPTION) AT SAMBAL HALILINTAR CIKARANG WITH THE SERVQUAL (SERVICE QUALITY) METHOD

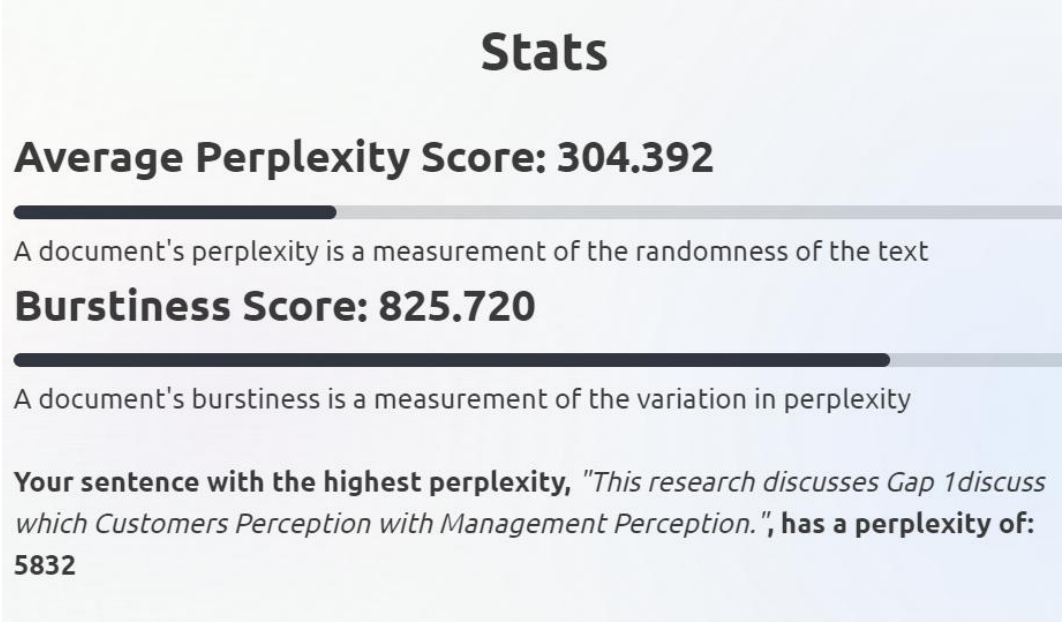
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# AI BASED PLAGIARISM CHECKING RESULT



# ABSTRACT

This restaurant was taken to be research because it was seen from the web which had a rating of 4.4 from 420 reviews, the rating indicated that many customers gave a rating below 3 stars. Some customers complaint about the taste of bland food, unfriendly service, quality vegetables are not fresh and much more. The study involved collecting data through surveys given to a sample of customers and employee. The purpose of this study is to identify customer expectations and perceptions of Sambal Halilintar service, then to compare customer perceptions with employees. Using the SERVQUAL method to determine the assessment of satisfaction customers and their gaps. The results of the study in the gap between expectation and perception customers, it is only tangible that has a positive value of 0.012, then the highest gap is responsiveness with a value of -0.278. The Customer Satisfaction Index (CSI) obtained in this study is 89.52% which indicates very satisfied. Although CSI shows a very satisfied percentage, in comparison perception of customers and employee there are 5 minus attributes, namely Rl1, Rv2, A2, E2 and E4. In conclusion, the analysis using the SERVQUAL method has identified areas where improvements must be made.

**Keywords:** SERVQUAL, Customer Satisfaction, Validity Test, Reliability Test, Customer Satisfaction Index (CSI), Gap 1.

# TABLE OF CONTENTS

PANEL OF EXAMINER APPROVAL ..... i
THESIS ADVISOR RECOMMENDATION LETTER ..... ii
STATEMENT OF ORIGINALITY ..... iii
SCIENTIFIC PUBLICATION APPROVAL FOR ACADEMIC INTEREST ..... iv
ADVISOR APPROVAL FOR JOURNAL/INSTITUTION'S REPOSITORY ..... v
SIMILARITY CHECKING RESULT ..... vii
AI BASED PLAGIARISM CHECKING RESULT ..... viii
ABSTRACT ..... ix
ACKNOWLEDGEMENT ..... x
TABLE OF CONTENTS ..... xi
LIST OF TABLES ..... xiii
LIST OF FIGURES ..... xv
LIST OF TERMINOLOGIES ..... xvi
CHAPTER I INTRODUCTION ..... 1
1.1 Problem Background ..... 1
1.2 Problem Statement ..... 2
1.3 Objectives ..... 3
1.4 Scope ..... 3
1.5 Assumptions ..... 3
1.6 Research Outline ..... 3
CHAPTER II LITERATURE STUDY ..... 5
2.1 Customer Satisfaction ..... 5
2.2 SERVQUAL ..... 7

2.3 Sufficiency Test ..... 10
2.4 Validity & Reliability Test ..... 11
CHAPTER III RESEARCH METHODOLOGY ..... 14
3.1 Initial Observation ..... 15
3.2 Identification of the Problem ..... 15
3.3 Literature Study ..... 15
3.4 Data Collection and Analysis ..... 16
3.5 Conclusions and Recommendation ..... 23
CHAPTER IV DATA ANALYSIS ..... 24
4.1 Current Condition of Sambal Halilintar ..... 24
4.2 Validity and Reliability Test ..... 25
4.3 Data Collection of Customers ..... 34
4.3.1 Characteristics of Respondents Customers ..... 35
4.4 CSI (Customer Satisfaction Index) Data Processing ..... 40
4.5 GAP Calculation (Expectation and Perception of Customers) ..... 47
4.6 Gap Ranking Data ..... 64
4.7 Data Collection of Employee ..... 68
4.7.1 Characteristics of Respondents ..... 68
4.8 Comparison of Customer Perceptions with Employee Perceptions ..... 72
4.9 Summary ..... 77
CHAPTER V CONCLUSION AND RECOMMENDATION ..... 79
5.1 Conclusion ..... 79
5.2 Recommendation ..... 80
REFERENCES ..... 81
APPENDIX ..... 86

# LIST OF TABLES

Table 2. 1 Criteria Value Customer Satisfaction Index (CSI) ..... 6
Table 2. 2 Cronbach's Alpha Reliability Level ..... 12
Table 3. 1 Questionnaire Questions ..... 18
Table 3. 2 Gap Results of each Dimension ..... 22
Table 4. 1 Validity Test Result Perception ..... 31
Table 4. 2 Characteristics of Customers based on Gender ..... 35
Table 4. 3 Characteristics of Customers by Age Customer ..... 35
Table 4. 4 Characteristics of Customers by Education ..... 36
Table 4. 5 Characteristics of Customers by Occupation ..... 37
Table 4. 6 Average Expectation and Perception of Customers ..... 39
Table 4. 7 Average Expectations and Perceptions of Tangible ..... 40
Table 4. 8 Tangible Customer Satisfaction Index (CSI) Result ..... 41
Table 4. 9 Average Expectations and Perceptions of Reliability ..... 41
Table 4. 10 Reliability Customer Satisfaction Index (CSI) Result ..... 42
Table 4. 11 Average Expectations and Perceptions of Responsiveness ..... 42
Table 4. 12 Responsiveness Customer Satisfaction Index (CSI) Result ..... 43
Table 4. 13 Average Expectations and Perceptions of Assurance ..... 43
Table 4. 14 Assurance Customer Satisfaction Index (CSI) Result ..... 44
Table 4. 15 Average Expectations and Perceptions of Empathy ..... 44
Table 4. 16 Empathy Customer Satisfaction Index (CSI) Result ..... 45
Table 4. 17 Overall Customer Satisfaction Index ..... 46
Table 4. 18 Tangible Customers Gap ..... 47
Table 4. 19 Reliability Customers Gap ..... 49
Table 4. 20 Responsiveness Customers Gap ..... 51
Table 4. 21 Assurance Gap ..... 54
Table 4. 22 Empathy Customers Gap ..... 56
Table 4. 23 Overall Dimension Gap Value ..... 59
Table 4. 24 Gap Ranking Data Customers ..... 64
Table 4. 25 Gap Ranking Data from the Biggest Priority ..... 66
Table 4. 26 Characteristics of Employee based on Gender Employee ..... 68

Table 4. 27 Characteristics of Employee by Age Employee ..... 69
Table 4. 28 Characteristics of Employee by Education ..... 70
Table 4. 29 Average Perception of Employee ..... 72
Table 4. 30 Comparison of Customer and Employee Perceptions..... 73

# LIST OF FIGURES

Figure 2. 1 Conceptual Model of Service Quality ..... 9
Figure 2. 2 Gap 1..... 10
Figure 3. 1 Research Methodology……..……..……..…..14
Figure 3. 2 Research Framework ..... 17
Figure 4. 1 Tangibles Validity Test …….……..…….26
Figure 4. 2 Reliability Validity Test ..... 27
Figure 4. 3 Responsiveness Validity Test..... 28
Figure 4. 4 Assurance Validity Test..... 29
Figure 4. 5 Empathy Validity Test..... 30
Figure 4. 6 Reliability Test ..... 33
Figure 4. 7 Figure Chart of Customers Characteristics based on Gender..... 35
Figure 4. 8 Chart of Customers Characteristics by Age ..... 36
Figure 4. 9 Chart of Customers Characteristics by Education..... 37
Figure 4. 10 Chart of Customers Characteristics by Occupation..... 38
Figure 4. 11 Overall Customers Satisfaction Index (CSI) Chart ..... 46
Figure 4. 12 Tangible Customers Gap Chart ..... 48
Figure 4. 13 Reliability Customers Gap Chart..... 50
Figure 4. 14 Responsiveness Customers Gap Chart ..... 52
Figure 4. 15 Assurance Customers Gap Chart..... 55
Figure 4. 16 Empathy Customers Gap Chart ..... 57
Figure 4. 17 Chart of the Gap Between Expectation and Perception Customers . 63
Figure 4. 18 Chart of Employee Characteristics based on Gender ..... 69
Figure 4. 19 Chart of Employee Characteristics based by Age ..... 70
Figure 4. 20 Chart of Employee Characteristics based by Education..... 71

# LIST OF TERMINOLOGIES

| | |
|---|---|
| **Customers Satisfaction** | Customer Satisfaction is the level of satisfaction or satisfaction felt by customers after they use a particular product or service. It reflects the extent to which the product or service meets or exceeds customer expectations, needs, and expectations. |
| **GAP 1** | The difference between customer perception of expectations of service and employee perception and customer perception. Used to measure and analyze the mismatch between customer expectations and the understanding employee has of those expectations. |
| **SERVQUAL** | SERVQUAL is a model used to measure and evaluate service quality by taking into account five key dimensions, namely Tangible, Reliability, Responsiveness, Assurance, and Empathy. |
| **CSI (Customers Satisfaction Index)** | CSI (Customer Satisfaction Index) is a metric or index used to measure the level of customer satisfaction with products, services, or experiences they have with a company or organization. |