



Application of the servqual method to increase customer satisfaction in renting tronton trucks

Syafri Nur Hidayat Siregar¹, Ratih Puspasari²

^{1,2} Faculty of Engineering and Computer Science, University of Potensi utama, Medan, Indonesia

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ABSTRACT

This study aims to apply the ServQual and Importance Performance Analysis methods at PT. Srikandi Transolusindo Intilam to increase customer satisfaction in renting tronton trucks. Feelings that arise as a result of an evaluation of the experience of using a product or service, generally if consumers are not satisfied, there will be an exchange of communication with their environment about dissatisfaction with the producer and will affect the company's brand image which will have an impact as a loss and loss of potential new consumers. The method used for the application of the data is the ServQual and Importance Performance Analysis methods, namely the quality control method. The assessment for this method is that there are two main factors regarding the quality of service, namely the perception that the customer has, and the service received by the customer (perceived service) from the service that the customer expects them to receive (expected service). Based on these results, this method can assess customer satisfaction in renting a tronton truck at PT. Srikandi Transolusindo Intilam.

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Corresponding Author:

Syafri Nur Hidayat Siregar;
Faculty of Engineering and Computer Science;
University Of Potensi Utama;
Jl.K.L Yos Sudarso KM 6.5 Tj.Mulia, Medan, 20241, Indonesia.
Email: syafrihurhidayat00@gmail.com

Introduction

Assessment of service performance is important for the sustainability and existence of the company in the market (Sistem Teknik Industri & Saputra, 2021). Service quality is the main thing that customers always expect from future services received, and these priorities are used to meet customer expectations (Zuraidah, 2021) Customer satisfaction is a feeling that arises as a result of evaluating the experience of using a product or service. Consumer satisfaction is a person's feeling of happiness or disappointment that arises after comparing the performance (results) of the product in question against the expected performance. Generally, if consumers are dissatisfied, there will be an exchange of communication with their environment regarding dissatisfaction with the producer and this will affect the company's brand image which will result in losses and loss of potential new consumers. Customer satisfaction is a factor that generates trust in a company that offers a product or service. So the more satisfaction a customer feels with a product, the stronger the customer's trust in the product they own.

Improving the quality of health services needs to be carried out by health service units including puskesmas in the face of developments in health technology. There are 5 service dimensions, namely: Reliability, Tangibles, Responsiveness, Assurance, and Empathy (Anjayati, 2021). For companies in the service sector, especially REF Barbershop, quality improvement and service processes must be customer oriented (Firmansyah et al., 2021). Measuring customer ratings using gap calculation by calculating the

difference between the level of perception of services provided with the level of expectations customer (Wijaya & Rizani, 2022).

One way is through the use of the Servqual method. The results of the case studies applied to partners showed that there was a negative servqual value. Actions need to be taken to overcome all attributes that have a negative gap value, which is formulated as a proposed improvement. Partners accept improvement proposals well (Ardiansyah et al., 2022). Of the 5 dimensions of Servqual, the tangible factor achieved the highest satisfaction score, Meanwhile, the aspect that has the lowest satisfaction value is empathy (Wijaya & Rizani, 2022). Meanwhile, the analysis results using the Kano model show that there are 10 attributes that affect the level of customer satisfaction of DANA where 6 of these attributes can increase customer satisfaction (Silalahi & Kaunang, 2022).

From these gaps they are grouped based on attributes with an IPA (Importance Performance Analysis) diagram with the results of the Tangible value dimension gap -0.71 service attributes that must be maintained by employees who always wear identification clearly so that customers can know, Reliability with a gap value of -0.56 includes the prioritized attributes by delivering packages to their destination according to the promised time (Zuraidah, 2021). Good service quality shows productivity and the ability to produce customer satisfaction. This study analyzes the level of customer satisfaction with the quality of service provided by De Laundry and the priority attributes of improvement (Anindya & Iva Mindhayani, 2021).

Based on the results of the integration of Service Quality and Kano Method, it is known that among the 20 variables studied, 5 are recommended to be improved, 8 are recommended to be maintained and 7 are recommended to be considered (Renaldi & Mulyati, 2022). The methods used are Service Quality (Servqual) and Customer Satisfaction Index (CSI) (Muhammad Afiffuddin, 2022). This customer service application has a positive effect on customer satisfaction, as well as an evaluation for application providers (Trinoto & Zamakhsari, 2021). The research conducted is quantitative survey research. Respondents in this study were ABC laundry customers located in front of Griya Indah Housing Gate (Hadining, 2020).

This method was developed with a user-based approach that measures Service quality is quantitative in form questionnaire and contains service dimensions, namely tangibles, reliability, responsiveness, assurance and empathy (Rahmawati & Indriyanti, 2021). From the results of the SWOT analysis, the ST (Strength and Threats) strategy consists of generating strategies to increase promotion, read trends or phenomena, expand the network by opening branches or pop-up stores to maximize online sales, maintain a distinctive taste (Nugroho & Samanhudi, 2020). This research aims to determine the level of customer satisfaction on service quality and provide a sequence of suggestions for improving service quality X to meet X service quality (Amanda Eka Ratna Putri, Wahyudi Harianto, 2020).

According to research conducted by Mas Ayoe Elhias Nst (2018) regarding Designing the Quality of Goods Delivery Transportation Services Using the Service Quality Method at CV. responsiveness, direct evidence, and empathy are the expectations that companies want regarding the value of the services provided to consumers" (Elhias, 2018).

According to research conducted by Jazuli, et al (2020) regarding Service Quality Analysis with SERVQUAL and Importance Performance Analysis at PT. XYZ, the use of the ServQual method is that "the Wifi ID service has not been able to meet user expectations" [2].

According to research conducted by Shofa, et al (2019) regarding the Application of Measuring Student Satisfaction Levels with Facilities and Infrastructure Using the Service Quality Method in the Informatics Laboratory of Theory and Basic Programming at Siliwangi University, the use of the ServQual method functions as "The calculation of the customer satisfaction level index for cafe visitors shows "Customers are very satisfied with the services provided by XYZ Cafe in Surabaya" [3].

According to research conducted by Prananda, et al (2019) regarding the Application of the Service Quality Method (SERVQUAL) to Improve Customer Service Quality, the use of the ServQual method functions as "The service quality values (Q) of Hotel Vidi 2 are all still below 1, but in terms of this is said to be quite good. However, more targeted improvement efforts still need to be made by Hotel Vidi 2 so that the quality of service continues to increase" [4].

According to research conducted by Nagara, et al (2020) regarding Analysis of Improving Service Quality Using the SERVQUAL and TRIZ Methods (Case Study at Cafe Basic" [5].

According to research conducted by Suliantoro and Aisy (2020) regarding Wifi ID Corner Customer Satisfaction Analysis Using Service Quality and Quality Function Deployment Methods in the Telecommunication Business Area of PT. Indonesian Telecommunication, Tbk. Tangerang, The use of the ServQual method is to function as "The quality of service provided by PT. XYZ Gresik saw that the perceived value exceeded the expected value so that the service provided was of ideal quality" [6].

Method

In this research method, analysis techniques, problem classification, are used for problems related to the thesis that the author wrote. The steps taken by the author to achieve the design objectives are shown in Figure 1 below.

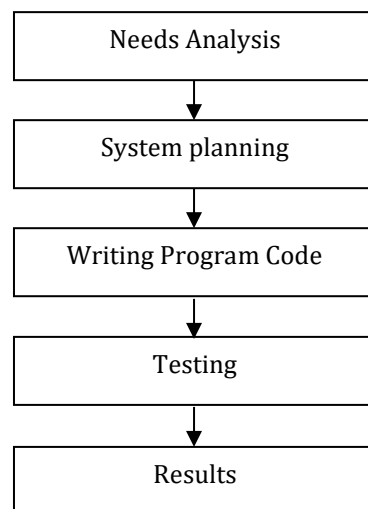


Figure 1. Research Methodology Block Diagram

Information :

1. Needs Analysis

Researchers analyzed the needs for research, namely data regarding customer satisfaction and service quality methods, hardware and software used for this research.

2. System Design

Researchers use UML modeling, namely use case diagrams, class diagrams, activity diagrams and sequence diagrams for system design.

3. Writing Program Code

Researchers use web programming to write programs and execute programs.

4. Testing

Program testing uses localhost and theory testing uses blackbox testing.

5. Results

At this stage the researcher has completed all research, both theory and application, namely the application of the Servqual method to increase customer satisfaction in renting a tronton truck.

Results and Discussions

PT. Srikandi Tra Solusindo Inti Alam operates in the field of truck rental services. Tron trucks are rented to transport sand, stones and soil. The problem that occurs is that customers of PT. Srikandi Tra Solusindo Inti Alam was dissatisfied with renting a tronton truck due to the high price, intermediary

time period and lack of orders. so that income from truck rental is reduced. Therefore, we need a way so that PT. Srikandi Tra Solusindo Inti Alam can increase customer satisfaction when renting tronton trucks. This research creates an application that applies the ServQual method to increase customer satisfaction in renting a tronton truck.

The following are several variables and attributes of questionnaire statements to determine service quality:

Table 1. Questionnaire Statement Variables and Attributes

No	Variabel	Atribut
1	Service (A)	A1 Comfort and cleanliness of the room
		A2 Employee Cleanliness and Neatness
		A3 Hospitality
		A4 Easy payment
		A5 Availability of supporting facilities (toilets, parking area, waiting room, air conditioning)
2	Order Time (B)	B1 Complaint response
		B2 Transaction process
		B3 Time speed
		B4 Providing information
		B5 Submission of results
3	Price (C)	C1 Cheaper than market price
		C2 Not prioritizing profits
		C3 Accessible to the public
		C4 Discounts
		C5 Price quotation
4	Cleanliness (D)	D1 Car cleanliness
		D2 Company cleanliness
		D3 Equipment cleanliness
		D4 Cleanliness of facilities
		D5 Employee cleanliness

In preparing a program, a data model in the form of a diagram is needed which can explain the process flow of the system to be built. So a Use Case diagram is drawn which can be seen in Figure 2:

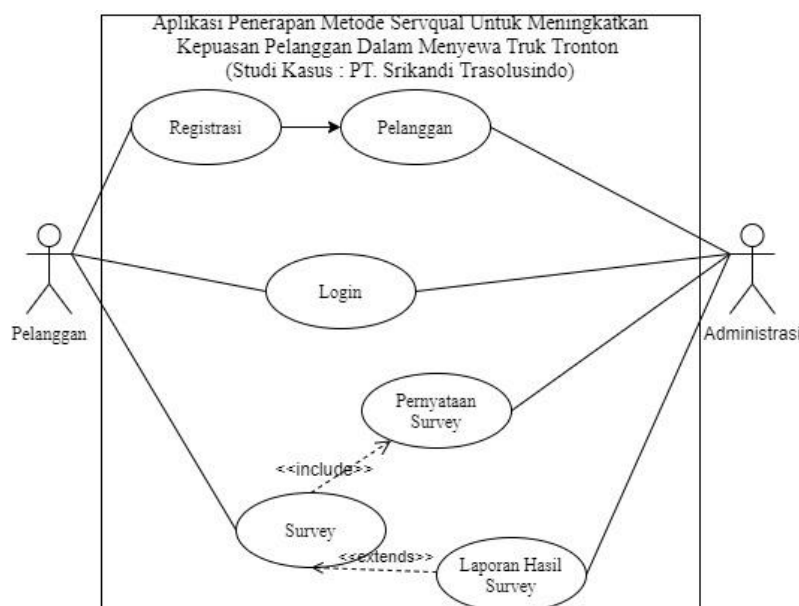


Figure 2. Use Case Application for Implementing the Servqual Method to Increase Customer Satisfaction in Renting Tronton Trucks (Case Study: PT. Srikandi Tra Solusindo)

The design of the classes that will be used in the system to be designed can be seen in Figure 3:

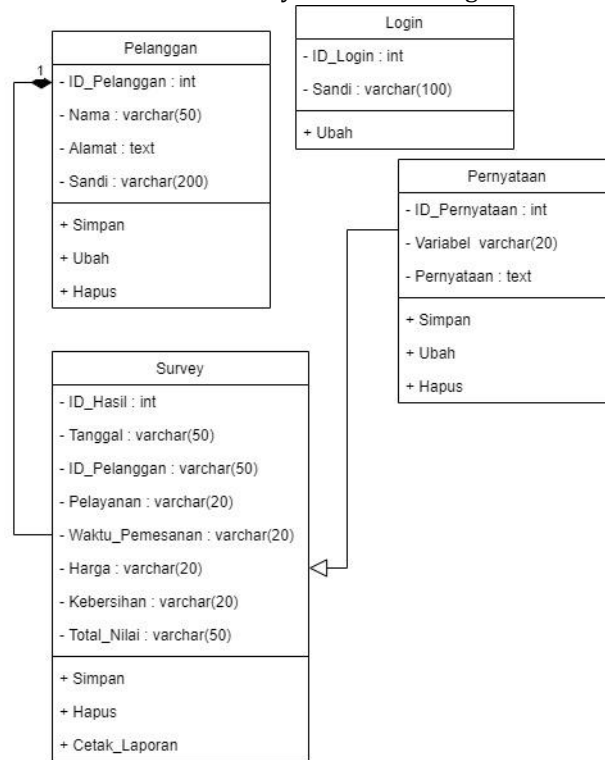


Figure 3. Class Diagram Application of Implementing the Servqual Method to Increase Customer Satisfaction in Renting Tronton Trucks (Case Study: PT. Srikandi Tra Solusindo)

The display presented by the system to display the Survey Results Form can be seen in Figure 4.

TANGGAL	ID PELANGGAN	PELAYANAN	WAKTU PELAYANAN	HARGA	KEBERSIHAN	TOTAL NILAI	HASIL	AKSI
13-09-2022	syafri	10	6	6	6	1,4	Puas	
13-09-2022	asep	9	8	6	6	1,45	Puas	
13-09-2022	ozan	13	10	7	2	1,6	Puas	
13-09-2022	andre	6	9	7	2	1,2	Puas	
13-09-2022	irwansyah	11	9	6	4	1,5	Puas	
13-09-2022	dapa	8	8	10	4	1,5	Puas	
13-09-2022	ari	8	8	6	5	1,35	Puas	
13-09-2022	fariz	11	9	6	1	1,35	Puas	
13-09-2022	novi	6	9	5	2	1,1	Puas	
13-09-2022	siska	8	7	7	0	1,1	Puas	

SERVICE QUALITY

Figure 4. Survey Results Form Display

The display presented by the system to display the Survey Results Report Form can be seen in Figure 5.

TANGGAL	ID PELANGGAN	PELAYANAN	WAKTU PELAYANAN	HARGA	KEBERSIHAN	TOTAL NILAI	HASIL
13-09-2022	syafri	10	6	6	6	1.4	Puas
13-09-2022	asep	9	8	6	6	1.45	Puas
13-09-2022	ozan	13	10	7	2	1.6	Puas
13-09-2022	andre	6	9	7	2	1.2	Puas
13-09-2022	irwansyah	11	9	6	4	1.5	Puas
13-09-2022	dapa	8	8	10	4	1.5	Puas
13-09-2022	ari	8	8	6	5	1.35	Puas
13-09-2022	fariz	11	9	6	1	1.35	Puas
13-09-2022	novi	6	9	5	2	1.1	Puas
13-09-2022	siska	8	7	7	0	1.1	Puas
Total		90	83	66	32	13.55	

Medan, 13 September 2022

Figure 5. Display Survey Results Report Form

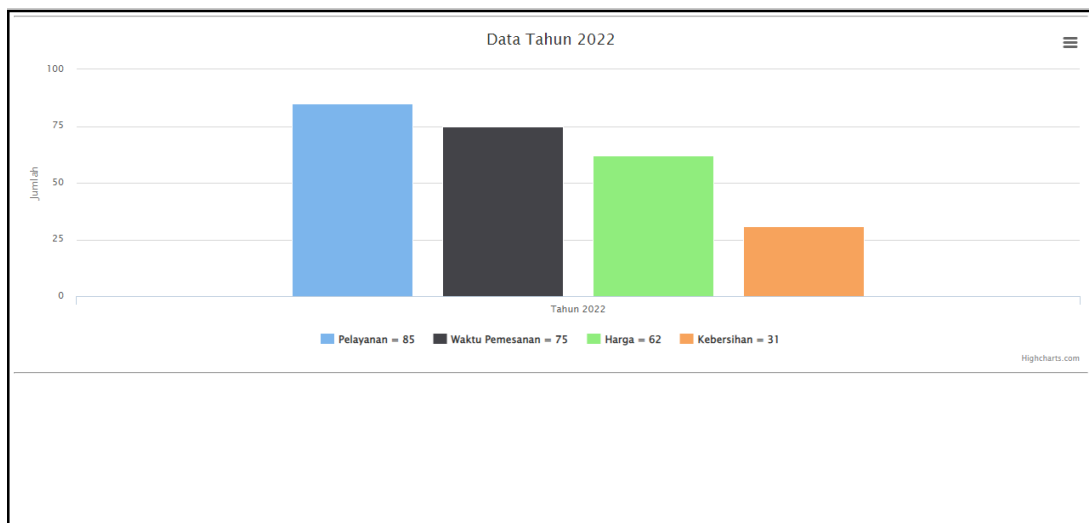


Figure 6. Display Survey Results Report Form

Conclusions

The following conclusions were drawn By using the application of the ServQual Method to Increase Customer Satisfaction in Renting Tronton Trucks, customers of PT. Srikandi Tra Solusindo Inti Alam was satisfied with renting a tronton truck and the income from truck rental increased. By using customer data and survey results, you can implement a method so that PT. Srikandi Tra Solusindo Inti Alam can increase customer satisfaction when renting tronton trucks. By using web programming with the programming language HTML, PHP and MySQL database storage, you can produce an application for implementing the ServQual Method to increase customer satisfaction when renting tronton trucks. Suggestions for future research development to conduct a more in-depth analysis of specific factors that significantly influence customer satisfaction in renting tronton trucks at PT Srikandi Tra Solusindo Inti Alam. Expand geographic or industry coverage to gain a broader understanding of the dynamics of customer satisfaction. The integration of new technologies, such as artificial intelligence or advanced data analysis, can enrich the understanding of customer behavior patterns and provide additional

insights for service improvement. Considering contextual variables, such as economic conditions or social factors, can provide a more holistic perspective on customer satisfaction. By continuously developing research methodologies and applying technological innovations, future research can make a greater contribution to the understanding and development of best practices in the tronton truck rental industry.

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