

ANALISIS KUALITAS PELAYANAN TERHADAP KEPUASAN KONSUMEN PADA INDUSTRI JASA TRANSPORTASI OJEK ONLINE (STUDI KASUS : PT. GO-JEK PEKANBARU)

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ABSTRAK

Ketidakpuasan konsumen terhadap pelayanan yang diberikan driver Go-Jek Kota Pekanbaru merupakan suatu kinerja driver yang kurang maksimal disebabkan oleh orderan fiktif, *rating* rendah dan dilaporkan pelanggan sehingga akun driver berisiko tersuspensi dan pemutusan mitra. Penelitian ini bertujuan mengetahui kualitas pelayanan terhadap kepuasan pelanggan dan merancang strategi untuk meningkatkan kepuasan pelanggan Go-Jek Kota Pekanbaru. Penelitian ini menggunakan metode *Costumer Satisfaction Index* (CSI) untuk mengukur kepuasan pelanggan dengan membandingkan *Expectation* (harapan) dengan persepsi (kenyataan) dan *Theoriya Resheniya Izobreatatelkikh Zadatch* (TRIZ) untuk menganalisa atribut yang memiliki nilai terendah serta mencarikan solusi untuk perbaikan kualitas pelayanan. Nilai hasil yang didapatkan dalam perhitungan yaitu 77,08 % atau 0,77 dengan kriteria Puas dan berdasarkan tahapan eliminasi kontradiksi dihasilkan 4 *inventive principles* yang digunakan yaitu : 1. *Segmentation*, 2. *Preliminary Action*, 3. *Inversion*, 4. *Parameter change* yang digunakan untuk perbaikan yang harus diprioritaskan. Adapun solusi untuk langkah strategi *improving features* yang harusdi lakukan PT. Go-Jek Pekanbaru, membuat room subjectif menampung kritikan dan keluhan pelanggan selain dari rating yng diberikan.

Kata kunci : Kualitas Pelayanan, Kepuasan Pelanggan, *Costumer Satisfaction Index* (CSI), *Inventive Principles*, Metode TRIZ

ANALYSIS OF SERVICE QUALITY ON CUSTOMER SATISFACTION IN OJEK ONLINE TRANSPORTATION INDUSTRY (CASE STUDY: PT. GO-JEK PEKANBARU)

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ABSTRACT

Consumer dissatisfaction with the services provided by the Pekanbaru City Go-Jek driver is a driver's performance that is less than optimal due to fictitious orders, low ratings and reported by customers so that the driver's account risks being suspended and terminated partners. This study aims to determine the quality of service to customer satisfaction and design strategies to improve customer satisfaction Go-Jek Pekanbaru City. This study uses the Customer Satisfaction Index (CSI) method to measure customer satisfaction by comparing Expectation with expectations and Theoriya Resheniya Izobreatatelkikh Zadatch (TRIZ) to analyze attributes that have the lowest value and find solutions to improve service quality. The value of the results obtained in the calculation is 77.08% or 0.77 with Satisfied criteria and based on the stages of elimination of contradictions produced by 4 inventory principles used, namely: 1. Segmentation, 2. Preliminary Action, 3. Inversion, 4. Parameter change used for multiplication that must be prioritized. The solution for the improving features strategy step that must be done by PT. Go-Jek Pekanbaru, makes room subjective to accommodate customer criticism and complaints other than the rating given.

Keywords : Service Quality, Customer Satisfaction, Customer Satisfaction Index (CSI), Inventive Principles, TRIZ Method