

**ANALYSIS OF SERVICE QUALITY ON CUSTOMER SATISFACTION OF  
PT. SICEPAT EKSPRES IN JOGJA CITY USING SERVQUAL AND IPA METHOD**

**UNDERGRADUATE THESIS**

**Submitted to the International Undergraduate Program in Industrial Engineering in  
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Industrial Technology**

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**2024**

### AUTHENTICITY STATEMENT

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Telah melaksanakan penelitian di PT. Sicepat Ekspres Indonesia, Yogyakarta. Mulai September 2023 sampai Mei 2024, untuk memperoleh data guna penyusunan Tugas Akhir Skripsi dengan Judul "analisis kepuasan pelanggan atas pelayanan dari PT. Sicepat Ekspres di jogja menggunakan metode Service Quality (servqual) dan Importance Performance Analysis (IPA)". Penelitian dilakukan hanya pada cakupan PT. Sicepat Ekspres di cabang Yogyakarta.

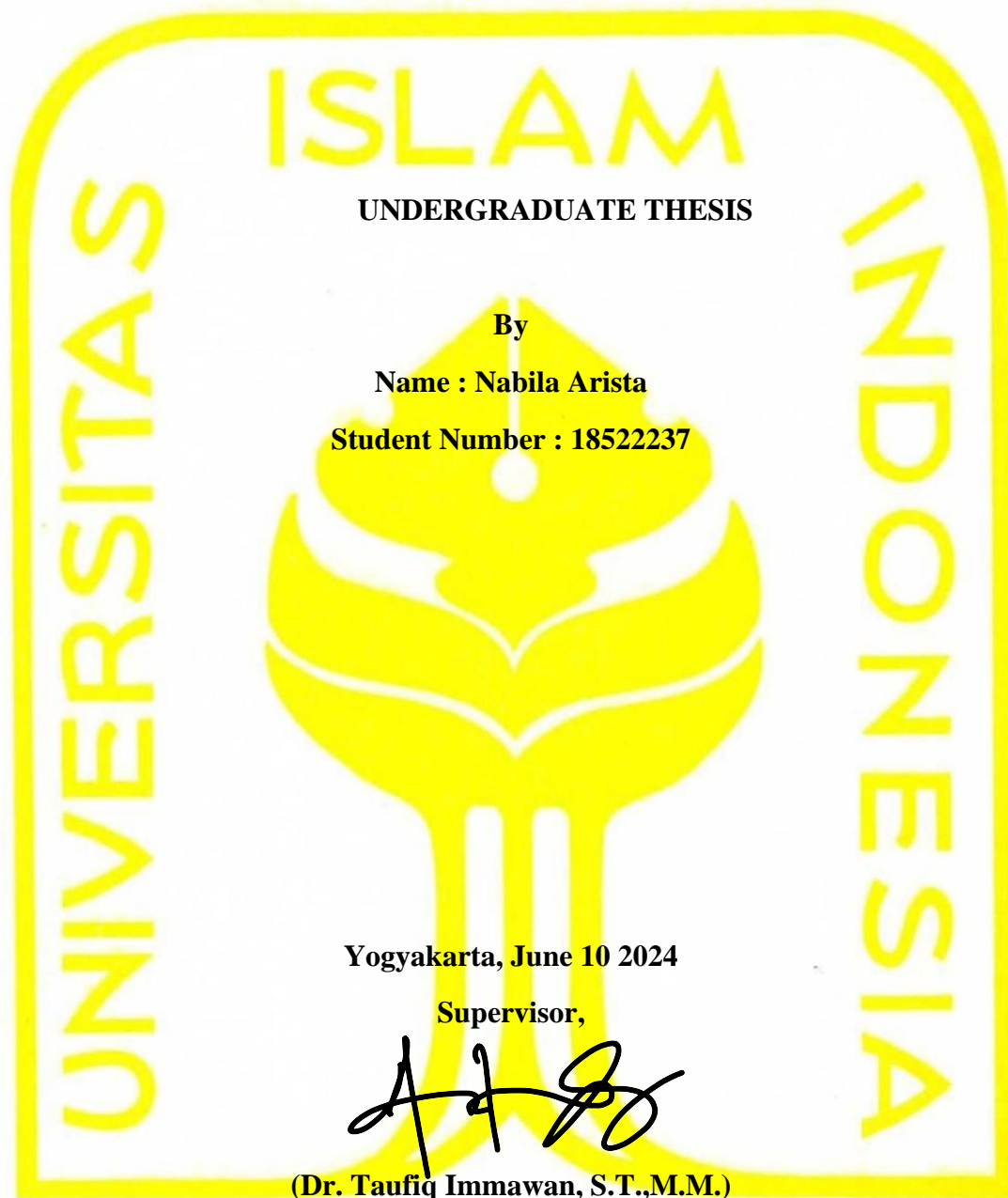
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Manager CS Social Media



**SICEPAT**  
EKSPRES  
Veleria Isti Dwimayanti

**UNDERGRADUATE THESIS APPROVAL OF SUPERVISOR**  
**ANALYSIS OF SERVICE QUALITY ON CUSTOMER SATISFACTION OF**  
**PT. SICEPAT EKSPRES IN JOGJA CITY USING SERVQUAL AND IPA METHOD**



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الجامعة الإسلامية  
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EXAMINERS' APPROVAL PAGE

ANALYSIS OF SERVICE QUALITY ON CUSTOMER SATISFACTION OF  
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015220101

## DEDICATION PAGE

*This undergraduate thesis is dedicated to my beloved parents, Agus Purwanto and Sri Subekti S.Pd, my brother and my sister, Arif Fatria Nugroho S.Kom and Rina Listya Ningrum AMd, who always gives me support in any situation and condition.*

*To all my friends and my best friends for the laughs, advice, and sweet memories throughout time.*

*To my supervisor who always provides assistance, guidance, and motivation to me to finish this thesis*

*Dr. Taufiq Immawan, S.T., M.M.*

## MOTTO

*“Allah does not burden anyone beyond his capacity”*

*(QS. Al Baqarah 286)*

*“There is only one thing that makes a dream impossible to achieve: the fear of failure”*

*(Paulo Coelho, The Alchemist)*

## PREFACE

### *Assalamu'alaikum Warahmatullahi Wabarakatuh*

Praise and gratitude the authors say to Allah SWT who has given the form of health and the opportunity to the author to be able to complete this undergraduate thesis. This undergraduate thesis is entitled Analysis of Service Quality on Customer Satisfaction of PT. Sicepat Ekspres in Jogja City using SERVQUAL and IPA method. Shalawat and greetings to the Prophet Muhammad SAW who has saved mankind from the jahiliyyah era to the Islamiyah era and also give syafa'at into Yaumul Akhir.

The author realizes that this undergraduate thesis cannot be separated from guidance, encouragement, and assistance both material and spiritual from various parties. Therefore, the author would like to express her gratitude and highest appreciation to:

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The author realizes that this report is still far from perfect with all its shortcomings. For this reason, the authors expect criticism and suggestions from all parties for the perfection of this undergraduate thesis report. Finally, the author hopes this report will bring advantages for everyone who reads this.

***Wassalamu'alaikum Warahmatullahi Wabarakatuh***

Yogyakarta, June 10, 2024

A handwritten signature in black ink, appearing to read 'nabila arista', written over a horizontal line.

(Nabila Arista)

## ABSTRACT

PT. Sicepat Ekspres is a delivery service company that operates throughout Indonesia. Sicepat has partnered with several Indonesian E-Commerce companies, such as Shopee, BukaLapak, Tokopedia, Blibli, Lazada, Zalora, etc., to facilitate online purchases. Initial observations have revealed various complaints regarding SiCepat's services, including discrepancies in the tracking system, delivery delays, lost items, and insufficient customer service, among others. Manager Sicepat stated that Yogyakarta City is one of the cities with the highest complaint rate. To measure the service quality, SERVQUAL (Service Quality) and IPA (Importance Performance Analysis) methodologies were needed. The research results indicate that PT. Sicepat has identified gaps in each dimension: tangible attributes (-0.203), reliability attributes (-0.723), responsiveness attributes (-0.13), assurance attributes (-0.087), and empathy (-0.16). Based on the IPA method, three main priority attributes have been identified in quadrant 1 for improvement: Delivery service companies should have a system for tracking goods that can be accessed by customers, the price is relatively cheaper than other expeditions, and the company completed the delivery of goods according to the promised/certain time.

Keywords: Service quality, Servqual, Importance Performance Analysis, Expedition Company

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# CHAPTER I

## INTRODUCTION

### 4.1 Background

The expansion of the online buying and selling industry (E-Commerce) experiencing rapid growth in this digital era. According to Susiwijono Moegiarsa a secretary of the Coordinating Ministry for Economic Affairs (Tempo.co, 2022), in early 2022, the rate of E-Commerce transactions in Indonesia has reached 108.54 trillion rupiahs or grown approximately 23 percent both domestically and globally compared to last year period. In other words, E-Commerce grows continually from year to year.

The increased growth of E-Commerce has a direct impact on the expansion of delivery services. Zaroni SCI's Senior Consultant (Puspa, 2022) explained that couriers of delivery service businesses have increased in the last three years, especially for the couriers on E-Commerce transactions. They require delivery services as transportation to deliver orders to their destinations without considering the distances. Fierce competition in the delivery services requires providers to offer a superior service quality compared to their competitors.

According to Sari et al. (2018), service quality is a key to play an important role when transactions occur between providers and customers. In addition, Nurhaida & Sudirman (2015) stated that good service quality is able to provide customer satisfaction, so the customers will keep on using the delivery service from the related company. The service quality is not only about how employees from service providers serve customers but also about the right location, facilities provided, prices, and others. Several marketing experts such as Pasuraman, Zeithaml, and Berry in Hardiyansyah (2011) identified that 5 factors influence service quality or called dimensions of service quality, namely: tangibles, responsiveness, reliability, assurance, and empathy.

PT. Sicepat Ekspres is a delivery service company founded by Rudi Darwan Swigo in 2014. This company runs a delivery service covering all parts of Indonesia. It has more than hundreds of branches spread throughout Indonesia to support the service operations, especially the delivery services. Types of goods allowed to be sent using the Sicepat delivery service, included documents, equipment, electronic products, and so on. Marbun & Andarini (2022) mentioned this company also created the Sicepat Point service to make the sellers drop the packages easily to improve service quality in the eyes of customers. Moreover, Sicepat has collaborated with several



Indonesian E-Commerce companies, such as Shopee, BukaLapak, Tokopedia, Blibli, Lazada, Zalora, etc. in order to make online purchases easier.

According to Zaroni (Puspa, 2022), the couriers who control 80 percent of the E-Commerce market are no more than seven companies: Pos Indonesia, JNE, J&T Express, TIKI, Anteraja, Wahana, and Sicepat. On the other side, more than 60 companies were fighting over 20 percent of the market. Based on the data above, we can conclude that SiCepat is one of the delivery service companies widely chosen and used by the public. Moreover, SiCepat must pay attention to the services given in order to reach the customers satisfaction, because many competitors try to provide better services with their own strategies.

Wulansari et al. (2021) explained that several of Sicepat Ekspres customers experienced poor services like package delays and long service time which are included in service quality indicators, namely reliability. Besides, based on Nuraripin (2022) who filed a complaint to PT. Sicepat Ekspres in Yogyakarta for his item had no clarity for its arrival and was only told to wait without any transparency on its real-time location and arrival estimation, which are included in service quality indicators namely reliability, responsiveness, and assurance. These phenomena will decrease the customers' satisfaction and trust if they are left unchecked. In other words, the customers can decide whether to use Sicepat as the delivery service or not.

Manager Sicepat said that Yogyakarta city is one of the cities with the highest complaint rate. The complaints given are regarding the tracking system which sometimes does not align with the item's actual location, delays in delivery, lost items, employees lacking in customer service, and others. Therefore, this research is important to measure the customers' satisfaction with the Sicepat services and identify types of attributes that should be improved in the service. In addition, it can make it easier to find the right strategy for dealing with customers' complaints and improve the services better.

One technique often used to measure service quality is called the "Servqual" method. Parasuraman, Zeithaml, and Berry (1990) developed this method to measure the differences in customers' expectations and perceptions toward the services provided. Moreover, to notify which attributes are the priority and most important in satisfying the customers' needs, calculations using the "IPA" method proposed by Martilla and James in 1977. By using these two techniques, this research expects that service providers are able to find out what can be improved in service quality to increase customer satisfaction.

To determine in more detail what needs to be improved at PT. Sicepat, is a direct comparison with the most commonly chosen and used expedition company by the public, namely PT. J&T is necessary. According to Naurah (Good stats, 2023), the results of an online survey conducted through the Populix application are as follows:

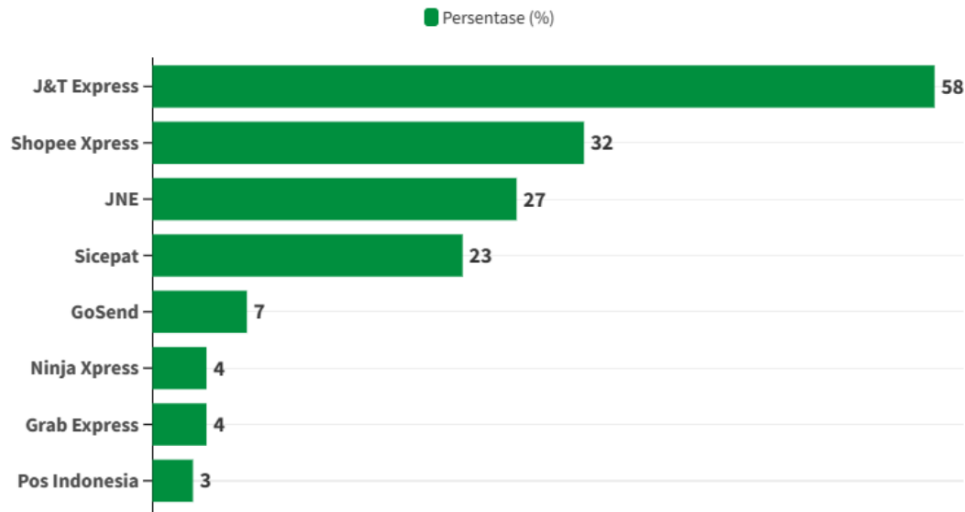


Figure 1. 1 Online Survey of Expedition

The survey results above showed that J&T is the expedition company most frequently used by the Indonesian public, especially Generation Z and Millennials. Therefore, a comparison of the Servqual and IPA calculation results between PT. Sicepat and PT. J&T, especially in Yogyakarta city is needed to determine what PT. Sicepat needs to improve so that the public's desire to use Sicepat increases and can match or even exceed J&T.

#### 4.2 Problem Formulation

Based on the background above, the researcher formulates the research problems, as stated below:

1. How does the PT. SiCepat Ekspres Yogyakarta provide the service quality?
2. What attributes become a priority to improve the service quality following the customers' needs on PT. SiCepat Ekspres Yogyakarta?

#### 4.3 Problem Limitation

Based on the background above, the researcher also limits the research problems, as mentioned below:

1. The research is conducted on the customers who have used the services of PT. Sicepat Ekspres Yogyakarta.
2. The research method used is the integration between the Servqual method and the IPA method.

#### 4.4 Research Objectives

From the formulation of the problem above, the researcher determines the objectives of this research below:

1. To know the service quality provided by PT. Sicepat Ekspres Yogyakarta.
2. To know the attributes that become a priority to improve the service quality in accordance with the customers' needs on PT. Sicepat Ekspres Yogyakarta.

#### 4.5 Research Benefits

The findings of this research should make an important contribution to the field of improving service quality. It is expected to give theoretical and practical benefits for the readers, the research object, and the other researchers who may be conducting a research in the same field.

1. For the readers

It can be useful for a reading reference in order to increase general knowledge.

2. For the research object

The research findings are hoped to improve the service quality by determining a suitable energy, so the company can reach the customers' satisfaction and the customers will always be loyal to use the services of PT. Sicepat Ekspres Yogyakarta.

3. For other researchers

The result of this research may become information for those who are interested in conducting research studies in the same field. Moreover, it can help add insight to other researchers.

## 4.6 Systematic of Research

This undergraduate research consists of six chapters and is arranged in a systematic way as follows:

### **CHAPTER I : INTRODUCTION**

The introduction contains the background of the problem, problem formulation, problem limitation, research objectives, research benefits and systematic research.

### **CHAPTER II : LITERATURE REVIEW**

Literature review are collection of theory and previous research which supports the research carried out. This chapter consists of 2 types, namely inductive and deductive studies.

### **CHAPTER III : METHODOLOGY**

This section contains the subjects and objects of the research, types of data needed, population and samples needed, data collection methods, data testing methods, and research flow.

### **CHAPTER IV : DATA COLLECTION AND PROCESSING**

This chapter contains the data collection process and data processing to obtain the results of the research. Data collection and processing uses predetermined methods, namely using the Service Quality (SERVQUAL) and Importance Performance Analysis (IPA) methods.

### **CHAPTER V : RESULT AND DISCUSSION**

This chapter contains the results obtained from data processing in the previous chapter and also a more detailed explanation of the results.

### **CHAPTER VI : CONCLUSION AND SUGGESTION**

After getting the result, a conclusion and suggestion can be made. The conclusion of this research must be appropriate and answer the existing problem formulation. Meanwhile, suggestions contain recommendations or what should be improved in further research regarding tools or methods, etc.

## **CHAPTER II**

### **LITERATURE REVIEW**

#### 2.1 Deductive Study

##### 2.1.1 Definition of Service Quality

According to Kasmir (2010), a service is an action taken with the purpose of making the customer satisfied by reaching the customer's needs. Meanwhile, quality is a measurement to determine that a good or service has had a use value (Sunyoto, 2012). In other words, a good or service is deemed to have a quality if it works or has the intended use value. Moreover, Arianto (2018) stated that service quality is defined as concentrating on needs and requirements, as well as punctuality to satisfy the customers' expectations. The service covers all offers created by the business when the client is a customer.

Based on the above definitions, it can be concluded that service quality refers to an action performed by the company, related to something that can be felt and assessed by the customers. The measurement of service quality can be seen by a service accepted by the consumers to reach the customers' satisfaction.

##### 2.1.2 Dimensions of Service Quality

According to Lupioyadi and Hambat (2006), the dimensions of service quality are stated below:

###### 1. Tangible

A company's ability to demonstrate its physical facility and infrastructure for the surrounding environment to external parties. It is vivid evidence that the services offered by the providers consider the appearance of physical facilities and infrastructure, such as buildings, warehouses, etc. as well as the available tools and equipment, like technology.

###### 2. Reliability

A company's ability to give services precisely and dependably as promised. The service performance must meet the customers' needs, be related to a punctuality, the same services for all the customers without any mistakes, a sympathetic attitude, and accurate action.

### 3. Responsiveness

A company's ability to provide fast and appropriate services to customers by providing accurate and clear information. When the customers wait for an unclear reason, the service quality will be negatively affected by the customers' perceptions.

### 4. Assurance

An employee's ability to grow the customers' trusts in the company by providing the knowledge, skills, and courtesy they have.

### 5. Empathy

An action to pay genuine attention to the customers while trying to understand their needs. A company is required to understand its customers thoroughly, be aware of their needs specifically, and offer an appropriate time for them to use its services.

## 2.1.3 Characteristics of Service

According to Kotler & Keller (2009), there are four main characteristics of services, included:

### 1. Intangibility

Service is intangible, which means it cannot be seen, tasted, smelled, heard, or touched before being purchased or consumed. If goods are objects, tools, or materials, then services are actions, experiences, processes, satisfaction (performance), or effort.

### 2. Inseparability

Service activities cannot be separated from the providers, both individuals and organizations as well as machine or technology equipment.

### 3. Variability

Services provided often change regarding who provides them, when, and where the services are provided.

### 4. Perishability

Services are not durable commodities and cannot be stored. Both the characteristics of perishable and non-storable services are not a problem if the demand is constant, because the providers arrange the services given and their staffs easily before the process begins.

#### 2.1.4 Customer Satisfaction

According to Fatihudin & Firmansyah (2019), customer satisfaction is a measurement or indicator of the extent to which the customers or users of company products or services are happy with the products or services received. In addition, Kotler (as cited in Atmaja, 2018) defined customer satisfaction as a person's feeling of pleasure or resentment after comparing the expected product performance (outcome) to the expected performance.

Based on some of the quotations above, it can be concluded that customer satisfaction is a customer's feeling of pleasure or resentment for the product and service provided by the seller.

#### 2.1.5 Service Quality Method

According to Aneesh et al. (2014), "servqual" is a method used to measure the gap between the service expected and received. The objective of the "servqual" method aims to compare the quality of service expected by the customers (expected service) and the quality of service received by the customers (perceived service). If the perceived service (P) value is greater than the expected service (E) value, then the service is considered high quality. However, if the perceived service (P) value is less than the expected service (E) value, then the service is considered bad in quality. Therefore, to assess the service quality (Q) value, it can be formulated as follows (Ho et al., 2013):

$$Q = P - E$$

Before calculating the Servqual score as per the formula above, it is necessary to calculate the average of importance and performance for each measured attribute first. The aim is to calculate the average score of each importance and performance attribute. The formula used is:

$$Y_i = \frac{\sum y_i}{n}$$

Explanation:

$Y_i$  : Mean of question i,

$\sum y_i$  : Total value of question i,

$n$  : Number of respondents

The failure in service delivery consists of five gaps using the method by Parasuraman et al. (1990), as mentioned below:

a) Gap 1

The gap shows the difference between the customer expectations and management perceptions, due to the management that has not been able to understand the customers' needs and expectations.

b) Gap 2

The gap shows the difference between the management perceptions and service quality specifications. This gap occurs because the management does not understand the service quality specifications expected by the customers. The management may have understood the customers' needs, but have not been able to set the correct standard specifications, because they do not have the right design or service standards.

c) Gap 3

The gap shows the difference between the service quality specifications and delivery service. This gap occurs because the employees or service providers are unable to deliver services in accordance with established service standards.

d) Gap 4

The gap shows the difference between the delivery service and external communication. Customer expectations toward the quality of service providers are affected by the company statements conveyed through the marketing department (e.g. advertising). This gap occurs because the service promised by the provider is not in accordance with the service delivered through the marketing department and due to the lack of coordination between operations and the marketing department.

e) Gap 5

The gap shows the difference between the services received and expected by the customer. If the service provided is in accordance with user expectations, it can be called as a qualified service because it has fulfilled the user satisfaction, so it will have a positive impact on the service providers. However, if the service provided does not by user expectations, it can be said that the service is not qualified because it has not provided satisfaction to users and will cause problems for service providers.



### 2.1.6 Importance Performance Analysis (IPA method)

The IPA method was first proposed in 1997 in an article entitled "Importance Performance Analysis" written by Martilla and James and published in the Marketing Journal. Importance Performance Analysis (IPA) is a method used by a company or organization to show the relationship between the importance of various attributes on performance (Wijaya, 2011). According to Supranto (2006) IPA is a method that analyzes consumer perceptions regarding the level of importance of an attribute and the performance of the company.

Based on the above definitions, it can be concluded that Importance Performance Analysis (IPA) is a method used in customer satisfaction studies to evaluate and prioritize different attributes of a product, service, or experience. It helps identify the key areas where improvements or enhancements are needed to meet customer expectations and preferences. The IPA method involves two main components: importance ratings and performance ratings. Performance ratings are found on the horizontal axis (X) on the Cartesian diagram, while the vertical axis (Y) will be filled with importance ratings. The cartesian diagram is a two-dimensional graphical representation used to analyze data. The Cartesian diagram consists of two perpendicular axes that intersect at a point called the origin. These axes are typically labeled as the x-axis (horizontal) and the y-axis (vertical). The point where they intersect, denoted as (0,0), is the origin. Cartesian diagram of levels of expectations and performance with its four quadrants as below (Tjiptono, 2011):

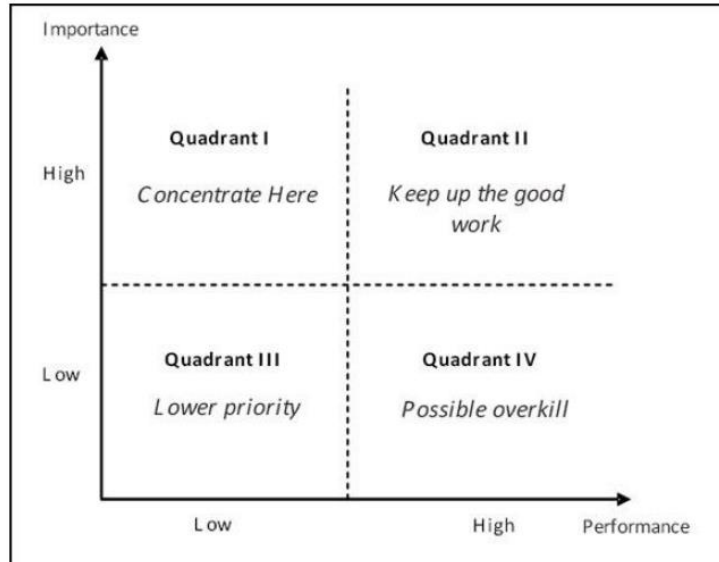


Figure 2. 1 Cartesian diagram

Explanation:

- a. **Quadrant 1 (Concentrate Here):** In this quadrant, attributes that are both highly important to customers and poorly performed are identified. These attributes require immediate attention and improvement since they have a significant impact on customer satisfaction. Allocating resources to enhance performance in this quadrant can yield substantial benefits.
- b. **Quadrant 2 (Keep Up the Good Work):** This quadrant contains attributes that are highly important to customers and are performed well. While the organization is meeting customer expectations on these attributes, it is crucial to continuously monitor and maintain their performance to ensure customer satisfaction and loyalty.
- c. **Quadrant 3 (Low Priority):** Attributes falling in this quadrant have low importance to customers, and their performance levels may vary. Organizations may choose to either improve the performance of these attributes to meet customer expectations or reduce the resources allocated to them since they have a limited impact on overall customer satisfaction.
- d. **Quadrant 4 (Possible Overkill):** This quadrant includes attributes that are performed well but are of low importance to customers. Organizations should carefully assess whether it is worth investing significant resources to maintain high-performance levels on these attributes or if they can be optimized or streamlined to allocate resources more effectively.

## 2.2 Inductive Study

Table 2. 1 Inductive Study

No	Author	Title	Year	Research Method	Result
1	Chandra, R.	Importance-Performance Analysis (IPA) Implementation: Preference Analysis of Young Consumers of Pongen Kopi (Case Study on Young Consumers of Pongen Kopi in Batam City)	2022	<b>IPA</b>	With the IPA method, The study aimed to identify the essential factors for young consumers in choosing PongenKopi and to evaluate the performance of Pongen Kopi in meeting those factors.
2	Beatrix, M. E., Izzati, T., & Septiana, G.	A Study of Customer Satisfaction in Administration Procedure at Food Testing Laboratory by SERVQUAL Method	2019	<b>SERVQUAL, and Diagram of Importance-Performance Analysis (IPA)</b>	This research use the customer's point of view to know the level of customer satisfaction and know what can be improved and evaluated. The result of this research is there a gap at -0.82 because the service reality that customer get not relevant with the customer satisfaction.

No	Author	Title	Year	Research Method	Result
3	Anggraini, N., & Alhempri, R. R.	Analysis of customer satisfaction at PT. Hawaii Holiday Hotel Pekanbaru	2021	<b>SERVQUAL AND IPA</b>	This research aims to analyze the service quality to the satisfaction felt by customers. The findings of this research show that there is a gap in the dimensions of tangibles and reliability which means need to evaluate and improve. Besides by using the IPA method, results are obtained it is relevant between customer satisfaction and customer expectation.
4	Hughey, D., Chawla, S., & Khan, Z.	Measuring the quality of university computer labs using servqual: A longitudinal study	2003	<b>SERVQUAL</b>	This research use the student's point of view that use the laboratory to maintain the customer satisfaction and know what can be improved and evaluated.
5	Mitayani, N. K., & Sudarta, I. G. G. P.	Analysis the Service Quality to Customer's Satisfaction at Sepatu Surabaya Putra Denpasar Store	2018	<b>SERVQUAL AND IPA</b>	This study uses the servqual and IPA methods to determine the quality of store service. There were several customers who complained about incomplete shoe collections and sizes, and also complained about the

No	Author	Title	Year	Research Method	Result
					service provided by their employees. The factor that is a top priority in order to increase customer satisfaction is the need to increase the alacrity of its employees.
6	Mardikanto, O., Kristiyono, E., & Nurhaeni, F.	Customer Satisfaction Analysis with Servqual Method in Condong Catur Hospital Yogyakarta	2016	<b>SERVQUAL</b>	With the Servqual approach, this study analyzes the gap between consumers and providers based on service quality aspects in order to quantify customer satisfaction. A seven-point scale questionnaire serves as the research tool. The finding shows that RSCC still had a poor customer satisfaction rate with a negative score. The dependability dimension has the highest gap, with an unweighted score of -1.05 and a weighted score of -0.21 produced by the computation of Gap 5. (-0.23). This demonstrates that when a patient's expectations exceed what they really receive, it leads to a lack of happiness

No	Author	Title	Year	Research Method	Result
					on their part. This study's result is that RSCC patient satisfaction is still poor, with a negative value.
7	Yuniar, S. S., Arjianto, S., & Liansari, G. P.	Proposed Improvements to the Quality of Package Delivery Services Based on Measurement Results Using the Service Quality (Servqual) Method at PT.X	2014	<b>SERVQUAL</b>	This study uses the Service Quality (servqual) method to assess the service quality and offer the recommendations for PT.X to improve the quality of package for delivery services, because PT.X frequently receives the customer complaints regarding its delivery services. According to the study's findings, PT.X's services did not satisfy the customers, as shown by the average value of the Servqual Score Gap 5 of -0.417. The management's failure is caused by comprehending the customer expectations, service quality requirements, and service delivery.
8	Ulkhag, M. M., & Barus, M. P.	Analysis of Customer Satisfaction Using	2017	<b>SERVQUAL</b>	The purpose of this research is to evaluate the quality of service provided by PT. TELKOM for IndiHome

No	Author	Title	Year	Research Method	Result
		SERVQUAL: A Case Study of IndiHome PT. Telekomunikasi Indonesia, Tbk, Regional 1 Sumatra			products. This research did two things: measuring the quality of IndiHome product services using the Servqual method and providing the recommendation. According to the findings, the average gap value was 1.539, indicating that the customers had high expectations for the services that PT. TELKOM need to offer. However, in the practice, the quality of the services offered falls short of the expectations.
9	JS, S., & Andayani, N. R.	Analysis of Customer Satisfaction on Service Quality of PT. Ramajaya Copier	2019	<b>IPA</b>	This research uses IPA method to measure the level of customer satisfaction on service that given by PT. Ramajaya Copier. According to the study's findings, there are 4 indicators of service satisfaction statements that must be improved and repaired because there they are included in quadrant 1.
10	Dewi, S. K., Putri, A. R. C.,	Improving the Quality of Health Facility	2018	<b>IPA and KANO</b>	This research was conducted using the integration of the IPA and KANO methods

No	Author	Title	Year	Research Method	Result
	& Winarko, B. A. D.	Services by Integrating IPA and KANO Methods			which can find out which service attributes should be improved and maintained. This research was conducted to be able to improve the services that have been provided at a health facility to make it even better.
11	Indrajaya, D.	Analysis of Service Quality on Consumer Satisfaction Levels Using the Importance Performance Analysis Method and Customer Satisfaction Index at UKM Gallery	2018	<b>IPA</b> dan CSI	This study uses the IPA method and satisfaction index to investigate the customer satisfaction of UKM gallery which includes attributes of service quality that are considered important, UKM Gallery performance, and relationship customer characteristics with satisfaction levels. The study found that attributes 7 and 10 are considered important, Gallery UKM's performance is still not satisfied the customers, and based on CSI results it is obtained if consumers are satisfied and age and recent education are variables that have a



No	Author	Title	Year	Research Method	Result
					relationship with the level of customer satisfaction
12	Kwon, J. & Chung, T.	Importance Performance Analysis (IPA) of Service Quality for Virtual Reality Golf Center	2018	<b>IPA</b>	This study uses IPA method to investigate service quality of virtual reality golf center. The subject of this study are adult participants and SPSS used to process the data obtained. From the results of the study, it was found that quadrant 1 contained 6 items, quadrant 2 contained 5 items, quadrant 3 contained 6 items, and quadrant 4 contained 3 items.
13	Prananda, Y., Lucitasari, D. R., & Khannan, A. S.	Implementation of the Service Quality (Servqual) Method to Improve Customer Service Quality	2019	<b>SERVQUAL</b>	The businesses studied to encounter several challenges in the commercial competition that attempts to improve the consumer satisfaction. By applying the SERVQUAL method can find out the lack of the services that have been provided and know the dimensions of quality they have. The findings of this study reveal that the

No	Author	Title	Year	Research Method	Result
					dimension that has the smallest quality value is tangible while the highest quality value is assurance.
14	Nurlatifah, M. & Saraswati, T. G	Analysis of Service Quality, Prices and Promotion of Mount Tangkuban Perahu Natural Tourism Park using the Natural Science Method	2020	<b>IPA</b>	The decreasing number of visitors each year is a problem in this study. The IPA method is the method used in this study to determine the quality of service that must be maintained and improved. The results obtained are that the services provided are still below customer expectations, namely there are 2 indicators in quadrant A that must be improved and 9 indicators that must be leveled in quadrant C.
15	Setyo, F. A. D & Andesta, D.	Analysis of Service Quality Using Service Quality and IPA Methods at XYZ Cafes	2023	<b>SERVQUAL and IPA</b>	The problem of this study is the decrease in the number of cafe customers and also there are some customer complaints. This study uses the SERVQUAL and IPA methods to determine

No	Author	Title	Year	Research Method	Result
					whether the quality of service provided is in accordance with the wishes of its customers. The results obtained from the GAP calculation are negative, which means the quality of service provided is still less than what the customer wants. Therefore the café must improve several attributes in order to satisfy the customer.

Table 2. 2 State of the Art

No.	Author	Object					Method			The difference with this Research
		Hospital/Health Section	Café/Tourist destination	Hotel	Store	Service Company	Servqual	IPA	Other	
1	Chandra, R.		√					√		The difference is the object and the method only use 1 and there is no

No.	Author	Object					Method			The difference with this Research
		Hospital/Health Section	Café/Tourist destination	Hotel	Store	Service Company	Servqual	IPA	Other	
										comparison with other similar objects.
2	Beatrix, M. E., Izzati, T., & Septiana, G.	√					√	√		The difference is the object and there is no comparison with other similar objects
3	Anggraini, N., & Alhempri, R. R.			√			√	√		The difference is the object and there is no comparison with other similar objects
4	Hughey, D., Chawla, S., & Khan, Z.	√					√			The difference is the object and method only use 1 and there is no comparison with other similar objects
5	Mitayani, N. K., &				√		√	√		The difference is the object and

No.	Author	Object					Method			The difference with this Research
		Hospital/Health Section	Café/Tourist destination	Hotel	Store	Service Company	Servqual	IPA	Other	
	Sudarta, I. G. G. P.									there is no comparison with other similar objects
6	Mardikanto, O., Kristiyono, E., & Nurhaeni, F.	√					√			The difference is the object and method only use 1 and there is no comparison with other similar objects
7	Yuniar, S. S., Arjianto, S., & Liansari, G. P.					√	√			The difference is method only use 1 and there is no comparison with other similar objects
8	Ulkhag, M. M., & Barus, M. P.					√	√			The difference is method only use 1 and there is no comparison

No.	Author	Object					Method			The difference with this Research
		Hospital/Health Section	Café/Tourist destination	Hotel	Store	Service Company	Servqual	IPA	Other	
										with other similar objects
9	JS, S., & Andayani, N. R.					√		√		The difference is method only use 1 and there is no comparison with other similar objects
10	Dewi, S. K., Putri, A. R. C., & Winarko, B. A. D.	√						√	√	The difference is the object and use 1 method same but the other 1 different and there is no comparison with other similar objects.
11	Indrajaya, D.				√			√	√	The difference is the object and use 1 method same but the other 1 different and there is no

No.	Author	Object					Method			The difference with this Research
		Hospital/Health Section	Café/Tourist destination	Hotel	Store	Service Company	Servqual	IPA	Other	
										comparison with other similar objects
12	Kwon, J. & Chung, T.		√					√		The difference is the object and method only use 1 and there is no comparison with other similar objects
13	Prananda, Y., Lucitasari, D. R., & Khannan, A. S.			√			√			The difference is the object and method only use 1 and there is no comparison with other similar objects
14	Nurlatifah, M. & Saraswati, T. G		√					√		The difference is the object and method only use 1 and there is no comparison with other similar objects

No.	Author	Object					Method			The difference with this Research
		Hospital/Health Section	Café/Tourist destination	Hotel	Store	Service Company	Servqual	IPA	Other	
15	Setyo, F. A. D & Andesta, D.		√				√			The difference is the object and method only use 1 and there is no comparison with other similar objects



## **CHAPTER III**

### **RESEARCH METHOD**

#### 3.1 Subject and Object of the Research

The researcher conducted the research toward the PT. Sicepat Ekspres Indonesia, where the company runs in the service sector. The subject participants were the customers of Sicepat Ekspres, especially the customers in Yogyakarta. The purpose of this research is to know the attributes noticed and improved by Sicepat Ekspres, so the quality of service can reach the customers' satisfaction.

#### 3.2 Data Needed

The data needed to solve the problem in this research can be classified as two:

##### 1. Primary Data

According to Sugiyono (2018), primary data are data sources obtained directly by the collector. The researcher gathered the data directly from the first source or the setting of the research conducted. Primary data can be obtained in various ways such as interviews, questionnaires, etc.

##### 2. Secondary Data

Secondary data are additional data relevant to this research. Some of these are obtained from scientific work, journal, and other literatures used to help and dig into the research method or problems in this research.

#### 3.3 Population and Sample Needed

##### 1. Population

According to Sugiyono (2016), the population is a generalized region consisting of objects and subjects that have certain quantities and characteristics set by the researcher to be studied and draw its conclusion then. In this research, the population is the Yogyakarta community who have been using the services of PT. Sicepat Ekspres.

## 2. Sample

A sample used for this research is the amount of representative data represented by the population size due to the unknown population, to determine the number of research samples needed using the Lemeshow formula, as elaborated below.

$$n = \frac{z^2 p(1-p)}{d^2}$$

Where:

n = number of samples

Z = score of Z, with the level of confidence 95% = 1.96

d = error rate = 0.1 (sampling error = 10%)

p = estimated proportion (maximum estimation)

The determination of the number of samples using the Lemeshow formula, with the amount of sampling error of 10% and the level of confidence of 95% ( $Z = 1.96$ ), as well as the P value changed into a maximum estimation number of 0.5, so the number of samples needed after the calculation, as written below.

$$n = \frac{z^2 \times p(1-p)}{d^2} = \frac{(1.96)^2 \times 0.5(1-0.5)}{(0.1)^2} = \frac{(3.8416) \times (0.25)}{(0.01)} = 96.04 \approx 97 \text{ respondents}$$

In the process of data retrieval, the researcher used the convenience sampling. According to Muthia et al. (2013), the researcher chose the respondents who could provide enough information needed for the research.

### 3.4 Respondent's Background

The background of respondents can help researchers understand who is participating in their study and provide context for interpreting the survey results. In this study, the background of the respondents was as follows:

The total number of respondents for each PT. Sicepat and PT. J&T are 100 People. Divided into:

1. The people that used the service for at least the past 3 months.
2. Gender (Male/Female).
3. Age (from 17 – 25, 26 – 35, 36 – 45, or above 45 years).
4. Occupation (PNS/Private Sector Worker, Entrepreneurs, Students, or Other).
5. Last Education (Elementary/Junior High School, Senior High School, Diploma/S1, S2/S3).

### 3.5 Data Collection Method

#### 1. Survey

A survey was one of the techniques for data collection by providing several questions in questionnaire, where the research used Google form to find out whether the existing services were in accordance with the customer expectations and whether the attributes could increase customer satisfaction or not.

#### 2. Interview form

Interview form is one of the techniques for obtaining research data which is carried out directly through question and answer. Interviews were conducted with parties/employees of PT. Sicepat Ekspres.

### 3.6 Data Testing Method

#### 1. Validity Test

According to Priyatno (2014), a validity test is a data instrument test used to find out how accurately the measurement is used in measuring a variable. The method used is the Pearson correlation, which if it has a significance value of less than 0.05, then the data are considered valid.

$$r_{xy} = \frac{n \sum xy - (\sum x) (\sum y)}{\sqrt{(n \sum x^2 - (\sum x)^2)(n \sum y^2 - (\sum y)^2)}}$$

Where:

$r_{xy}$  = correlation coefficient

$n$  = number of samples

$x$  = question value

$y$  = total value

In this study, the measurement of validity used a tool in the form of SPSS software with the following criteria:

- a. If  $r_{\text{count}} > r_{\text{table}}$ , then the statement is declared valid.
- b. If  $r_{\text{count}} < r_{\text{table}}$ , then the statement is declared invalid.
- c. The calculated  $r$  value can be seen in the corrected item-total correlation column.

## 2. Reliability Test

According to Prameswara et al. (2014), the reliability test was used to test the consistency of the answers to the questions obtained using the SPSS software. If the question items are declared valid, it is necessary to do a reliability test to determine the level of consistency. The question is considered reliable if it has a consistent answer. The question is said to be reliable if the Cronbach alpha ( $\alpha$ ) value is more than 0.6. The following is the formula for calculating the reliability test using the Cronbach alpha ( $\alpha$ ):

$$\alpha = \frac{m}{(m-1)} \left[ 1 - \frac{\sum \alpha_j^2}{\alpha_t^2} \right]$$

Where:

$m$  = a large number of questions

$\sum \alpha_j^2$  = Variant of question item

$\alpha_t^2$  = Total variant

## 3.7 Research Flow

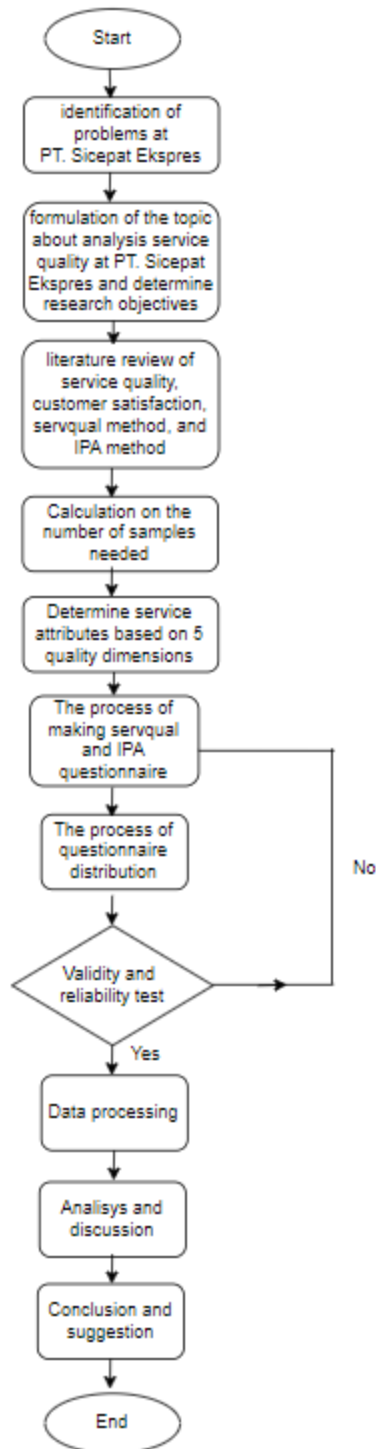


Figure 3. 1 Research Flowchart

Figure 3.1 above explain about flow of this research, namely as follows:

1. Identification of the problems

In this stage, the researcher identifies the research problem that needs to be addressed. This stage is carried out to obtain details of the problems faced by PT. Sicepat Ekspres.

2. Formulation of the topics and determining research objectives

After identifying the problems, the next step is to formulate the topic of the research. After finding the topic of research, research objectives are created. The objective of this research is to know the service quality provided by PT. SiCepat Ekspres Yogyakarta and to know the attributes that become a priority to improve the service quality in accordance with the customers' needs on PT. SiCepat Ekspres Yogyakarta.

3. Literature review

In this stage, the researcher conducts a comprehensive review of the relevant literature to gain an understanding of the research topic. The research topic based on the problems obtained is regarding service quality, customer satisfaction, service quality method (SERVQUAL), and Importance Performance Analysis method (IPA).

4. Calculation on the number of samples needed

Determining the right sample number is very important in research because a sample number that is too small can produce unrepresentative and unreliable data, while a sample number that is too large can lead to a waste of resources and time. Determining the number of samples in this research used the Lemeshow formula and it was found that if needed a sample of 97 respondents.

5. Determine service attributes based on 5 quality dimensions

Before making a questionnaire, need to conduct an interview to find out the service attributes that accordance with the company based on 5 dimensions of quality, namely reliability, tangibles, responsiveness, assurance, and empathy.

6. The process of making a questionnaire

At this stage, the researcher made a questionnaire to distribute to customers of PT. Sicepat Ekspres in Yogyakarta City and PT. J&T in Yogyakarta City. The questionnaire used is the servqual and IPA questionnaire according to the method used. The questionnaire is generated with the help of Google Form.

7. The process of questionnaire distribution

At this stage, the researchers distributed questionnaires to the people of Yogyakarta who use the services of PT. Sicepat Ekspres and PT. J&T through various social media. By distributing the questionnaire between the user of PT. Sicepat Ekspres and PT. J&T Express, the researcher can compare the aspect that became the competitive advantage.

8. Validity and reliability test

Reliability is concerned with the consistency and stability of research data over time or across different conditions, while variability is concerned with the diversity or variation of research data. Both tests are important in evaluating the quality of research data and ensuring that the data can be used to draw valid conclusions. The validity and reliability tests in this research were carried out using SPSS to make it more effective and the results more accurate.

9. Data processing

At this stage, the researcher processed the data using 2 methods, namely the Servqual method and the IPA method. The servqual method is used to calculate the gap and then calculate the customer satisfaction score. Furthermore, the IPA method is used to determine which attributes become a priority to improve the service quality following the customers' needs on PT. SiCepat Ekspres Yogyakarta City. Furthermore, Servqual and IPA calculations are conducted too on PT. J&T to compare with PT. Sicepat. The aim is to find out what efforts are needed by PT. Sicepat so that it can match or even exceed PT. J&T Express, considering that PT. J&T Express is the chosen expedition company by the public.

10. Analysis and discussion

At this stage, the researcher analyzed the results obtained in the previous stage, namely data processing.

11. Conclusion and suggestion

After analyzing and discussing the results obtained, the next step is to make conclusions and suggestions. The mandatory requirements for the contents of the conclusion are that must be able to answer all the objectives of this research. As for suggestions, it contains an

evaluation of the research conducted and the hopes of the researcher for further research that has the same problem.



## **CHAPTER IV**

### **DATA COLLECTING AND PROCESSING**

#### 4.1 Data Collecting PT. Sicepat

##### 2.1.1 Company profile

PT. SiCepat Ekspres is a delivery service company founded by Rudi Darwan Swigo in 2014. This company runs a delivery service covering all region in Indonesia. It has more than hundreds of branches spread throughout Indonesia to support the service operations, especially the delivery services. Types of goods allowed to be sent using the SiCepat delivery service, included documents, equipment, electronic products, and so on. Moreover, SiCepat has collaborated with several Indonesian E-Commerce companies, such as Shopee, BukaLapak, Tokopedia, Blibli, Lazada, Zalora, etc. in order to make online purchases easier.

##### 4.1.2 Company Vision and Mission

1. Vision:

Sicepat company wants to become the largest national expedition company in Asia.

2. Mission:

- Using the best and fastest technology in serving customers.
- Easy to reach by customers.
- Grow to meet the interests of employees and society.

#### 4.2 Data processing PT. Sicepat

##### 4.2.1 Respondent profile

Based on the data obtained through the distribution of questionnaires to Sicepat customers in Yogyakarta city, a total of 100 respondents were obtained. For the first classification, the data profile based on the gender of Sicepat customers is as follows: male customers amounted to 52 with a percentage of 52%, and female customers amounted to 48 with a percentage of 48%.

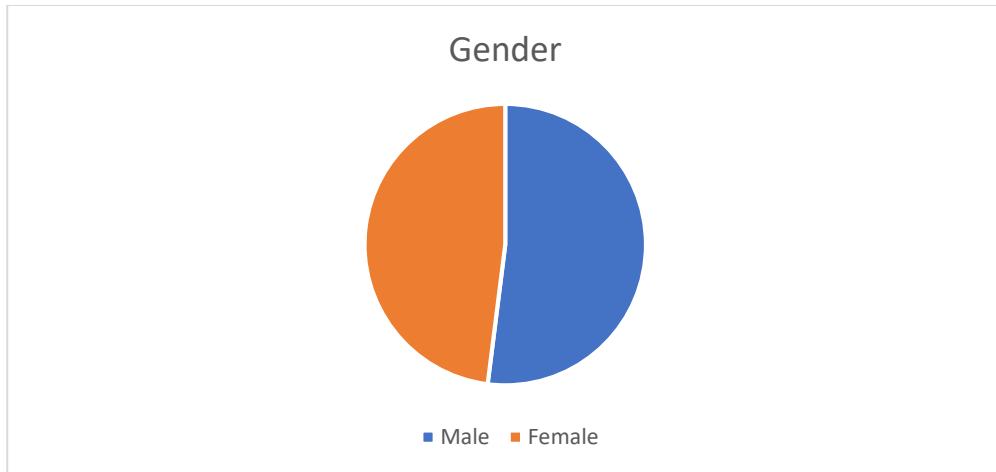


Figure 4. 1 Gender Profile of the Sicepat Respondents Diagram

Based on Figure 4.2 below, the second classification is the data profile based on the age of Sicepat customers. The most of respondents are aged 17 to 25 years, with 62 people (62%). Next, for respondents aged 26 to 35 years, there are 18 people (18%), while for respondents aged 36 to 45 years, there are 13 people (13%). Furthermore, for those above 45 years old, there are 7 people (7%).

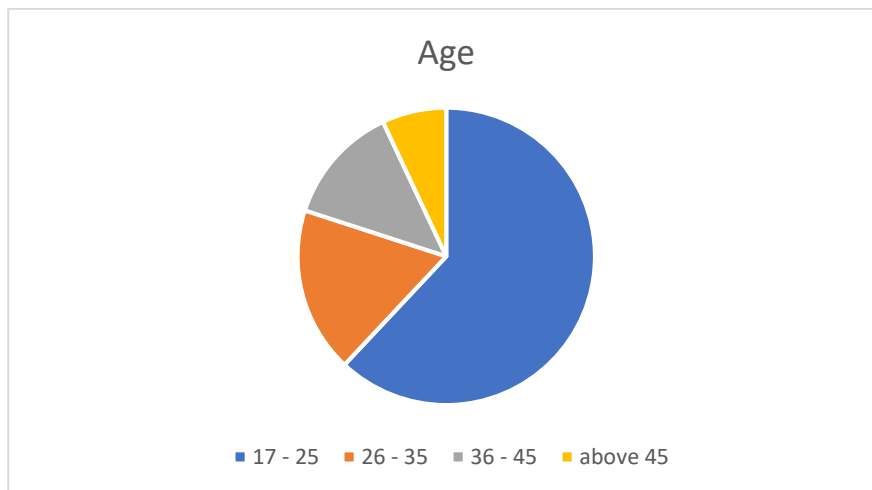


Figure 4. 2 Age Profile of the Sicepat Respondents Diagram

Based on Figure 4.3 below, the next classification is based on occupation. The occupation of Sicepat customers in Yogyakarta city is as follows: there are 32 people (32%) who are civil servants/private sector workers, 27 people (27%) are entrepreneurs, 36 people (36%) are students, and the remaining 5 people (5%) have a job other than the options provided.

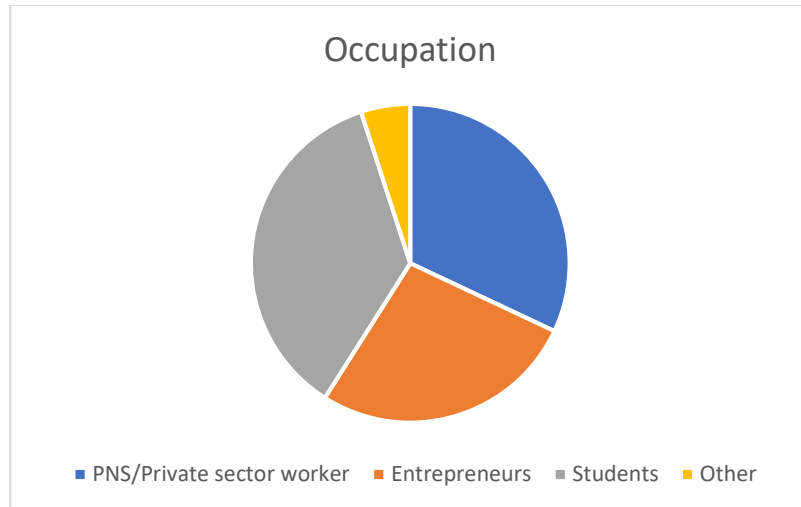


Figure 4. 3 Occupation Profile of the Sicepat Respondents Diagram

The last education of Sicepat customers becomes the third classification, with 14 people (14%) having completed their education up to elementary/junior high school, while 47 people (47%) are high school graduates. Then 33 people (33%) hold a diploma/undergraduate degree, while 6 people (6%) have completed their education up to postgraduate level(S2/S3).

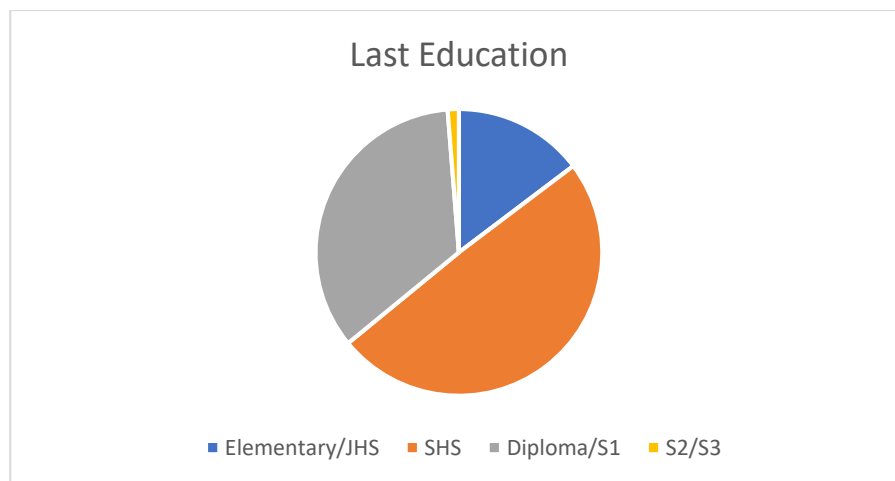


Figure 4. 4 Last Education Profile of the Sicepat Respondents Diagram

The last classification is based on outlets utilized by Sicepat customers in Yogyakarta city. The breakdown is as follows:

- Tegalrejo Branch is used by 15 respondents (15%).

- Tegal Panggung Branch is used by the most respondents, totaling 24 people (24%).
- Fastpay Anggit is used by the fewest respondents, with only 5 people (5%).
- DNK Jl. Kolonel Sugiono is used by 15 people (15%).
- Droper Dyan Ifyanuar Dropoff is used by 10 people (10%).
- Shipper Purbayan Dropoff is used by 11 people (11%).
- Kranggan Dropoff is used by 20 people (20%).



Figure 4. 5 Sicepat Outlets used by Sicepat Respondents Diagram

#### 4.2.2 Validity test

A validity test is a method used in research to determine whether the research data is valid or not. This research uses SPSS software to find out the calculated r value.

##### 1. Determining the Hypotheses

H0: The scores of individual items positively correlate with the total score (valid).

H1: The scores of individual items do not positively correlate with the total score (invalid).

##### 2. Determining the value of the r table

Significance level 5%

df (Number of respondents) = n - 2

df = 100 - 2 = 98

By referring to the r table, the value of the r table is 0.1654.

3. Calculate the r value

The r value can be obtained after processing the data using SPSS software. The calculated r value can be seen in the SPSS output results in the Corrected Item – Total Correlation column.

4. Decision Making

If r value > r table, then the questionnaire items are considered valid

If r value < r table, then the questionnaire items are considered invalid

Table 4. 1 Importance Validity Test of Sicepat

Dimension	No	Attributes	r value	r table	Result
TANGIBLE	1	Delivery service companies should have a system for tracking goods that can be accessed by customers	0.649	0.1654	Valid
	2	The environment of delivery service company agent is clean and tidy	0.595	0.1654	Valid
	3	Delivery service company employees must dress and appear neat	0.614	0.1654	Valid
RELIABILITY	4	The price is relatively cheap	0.345	0.1654	Valid

	5	The company is sympathetic when customers have problems	0.648	0.1654	Valid
	6	The company completed the delivery of goods according to the promised time	0.204	0.1654	Valid
	7	The company maintains accurate records	0.643	0.1654	Valid
RESPONSIVENESS	8	Employees work responsively in serving customers	0.487	0.1654	Valid
	9	Employees are always willing to help serve customers	0.699	0.1654	Valid
	10	Employees can provide information to customers well, clearly and precisely	0.605	0.1654	Valid
ASSURANCE	11	The package is sent according to the address	0.327	0.1654	Valid
	12	Customers feel safe when	0.460	0.1654	Valid

		transacting with employees			
	13	Goods sent are safe from damage and loss	0.568	0.1654	Valid
	14	Parking is safe and comfortable	0.479	0.1654	Valid
EMPATHY	15	Employees serve customers without distinguishing social status	0.508	0.1654	Valid
	16	Employees can build good relationships with customers through all existing services	0.607	0.1654	Valid
	17	Employees understand customer needs	0.461	0.1654	Valid

Table 4. 2 Performance Validity Test of Sicepat

Dimension	No	Attributes	r value	r table	Result
TANGIBLE	1	Delivery service companies should have a system for tracking goods that can be accessed by customers	0.329	0.1654	Valid

	2	The environment of delivery service company agent is clean and tidy	0.202	0.1654	Valid
	3	Delivery service company employees must dress and appear neat	0.196	0.1654	Valid
RELIABILITY	4	The price is relatively cheap	0.293	0.1654	Valid
	5	The company is sympathetic when customers have problems	0.739	0.1654	Valid
	6	The company completed the delivery of goods according to the promised time	0.616	0.1654	Valid
	7	The company maintains accurate records	0.492	0.1654	Valid
RESPONSIVENESS	8	Employees work responsively in serving customers	0.726	0.1654	Valid
	9	Employees are always willing to help serve customers	0.774	0.1654	Valid



	10	Employees can provide information to customers well, clearly and precisely	0.758	0.1654	Valid
ASSURANCE	11	The package is sent according to the address	0.286	0.1654	Valid
	12	Customers feel safe when transacting with employees	0.713	0.1654	Valid
	13	Goods sent are safe from damage and loss	0.348	0.1654	Valid
	14	Parking is safe and comfortable	0.257	0.1654	Valid
EMPATHY	15	Employees serve customers without distinguishing social status	0.408	0.1654	Valid
	16	Employees can build good relationships with customers through all existing services	0.776	0.1654	Valid
	17	Employees understand customer needs	0.766	0.1654	Valid

In this study, before calculating the Service Quality and Importance Performance Analysis, a validity test needs to be conducted on the data obtained from the responses of 100 respondents. The validity test is used to determine the Total Correlation value commonly called the r value, which will be compared with the correlation coefficient commonly known as the r table. If the r value > r table, then the data from those questions are considered valid and if the r value < r table, then the data from those questions are considered invalid.

Based on the validity test results from the two tables above, it can be observed that all r values are greater than the r table value of 0.1654. Therefore, it can be concluded that each respondent's answers regarding both importance and satisfaction are considered valid.

#### 4.2.3 Reliability Test

Reliability testing was conducted on 100 respondents who are customers of PT. Sicepat Ekspres, using 17 questions that have been validated in the validity test. The reliability test will be performed using SPSS software. In the calculation of reliability testing, the Cronbach's Alpha formula is used. If the calculated value of Cronbach's Alpha (r-value) is greater than 0.6, then it can be concluded that the data is reliable. But if the calculated value of Cronbach's Alpha is less than 0.6, then the data is considered unreliable.

Table 4. 3 Reliability test results of Sicepat

Aspect	Cronbach's Alpha	N of Items	Result
Importance	.842	17	Reliable
Performance	.830	17	Reliable

From the reliability testing conducted using SPSS software, the results are as shown in the table above. For the importance aspect, a value of 0.842 was obtained, indicating that the instrument used is reliable. Besides the performance aspect, a value of 0.830 was obtained, also indicating that the instrument used is reliable.

#### 4.2.4 Servqual Test

1. Calculate the average of Importance and Performance

##### Importance Aspect

To find out the average of each attribute in the importance aspect, the following formula is used:

$$Y_i = \frac{\sum y_i}{n}$$

Explanation:

$Y_i$  : Mean of question  $i$ ,

$\sum y_i$  : Total value of question  $i$ ,

$n$  : Number of respondents

Table 4. 4 Servqual test results of Importance Siccepat

Dimension	No	Attributes	$\sum y_i$	$n$	$Y_i$
TANGIBLE	1	Delivery service companies should have a system for tracking goods that can be accessed by customers	443	100	4.43
	2	The environment of delivery service company agent is clean and tidy	412	100	4.12
	3	Delivery service company employees must	419	100	4.19

		dress and appear neat			
RELIABILITY	4	The price is relatively cheap	485	100	4.85
	5	The company is sympathetic when customers have problems	429	100	4.29
	6	The company completed the delivery of goods according to the promised time	489	100	4.89
	7	The company maintains accurate records	433	100	4.33
RESPONSIVENESS	8	Employees work responsively in serving customers	417	100	4.17
	9	Employees are always willing to help serve customers	438	100	4.38
	10	Employees can provide information to customers well, clearly and precisely	425	100	4.25

ASSURANCE	11	The package is sent according to the address	490	100	4.90
	12	Customers feel safe when transacting with employees	424	100	4.24
	13	Goods sent are safe from damage and loss	479	100	4.79
	14	Parking is safe and comfortable	403	100	4.03
EMPATHY	15	Employees serve customers without distinguishing social status	446	100	4.46
	16	Employees can build good relationships with customers through all existing services	418	100	4.18
	17	Employees understand customer needs	410	100	4.10

#### Performance Aspect

To find out the average of each attribute in the performance aspect, the following formula is used:

$$Y_i = \frac{\sum y_i}{n}$$

Explanation:

$Y_i$  : Mean of question  $i$ ,

$\sum y_i$  : Total value of question  $i$ ,

$n$  : Number of respondents

Table 4. 5 Servqual test results of Performance Sicepat

Dimension	No	Attributes	$\sum y_i$	$n$	$Y_i$
TANGIBLE	1	Delivery service companies should have a system for tracking goods that can be accessed by customers	409	100	4.09
	2	The environment of delivery service company agent is clean and tidy	401	100	4.01
	3	Delivery service company employees must dress and appear neat	403	100	4.03
RELIABILITY	4	The price is relatively cheap	344	100	3.44
	5	The company is sympathetic when customers have problems	380	100	3.80

	6	The company completed the delivery of goods according to the promised time	401	100	4.01
	7	The company maintains accurate records	422	100	4.22
RESPONSIVENESS	8	Employees work responsively in serving customers	385	100	3.85
	9	Employees are always willing to help serve customers	434	100	4.34
	10	Employees can provide information to customers well, clearly and precisely	422	100	4.22
ASSURANCE	11	The package is sent according to the address	483	100	4.83
	12	Customers feel safe when transacting with employees	420	100	4.20
	13	Goods sent are safe from damage and loss	435	100	4.35

	14	Parking is safe and comfortable	423	100	4.23
EMPATHY	15	Employees serve customers without distinguishing social status	426	100	4.26
	16	Employees can build good relationships with customers through all existing services	415	100	4.15
	17	Employees understand customer needs	385	100	3.85

## 2. Service Quality/Gap Value

To find out the service quality/gap value, is calculated using the following formula:

$$Q = P - E$$

Explanation :

Q = Quality of Service

P = Perceived (Performance)

E = Expected (Importance)



Table 4. 6 Gap Value Calculation Sicepat

Dimension	No	Attributes	Importance (E)	Performance (P)	Gap
TANGIBLE	1	Delivery service companies should have a system for tracking goods that can be accessed by customers	4.34	4.09	-0,34
	2	The environment of delivery service company agent is clean and tidy	4.12	4.01	-0,11
	3	Delivery service company employees must dress and appear neat	4.19	4.03	-0,16
RELIABILITY	4	The price is relatively cheap than other expedition	4.85	3.44	-1.41
	5	The company is sympathetic when customers have problems	4.29	3.80	-0,49

	6	The company completed the delivery of goods according to the promised time	4.89	4.01	-0,88
	7	The company maintains accurate records	4.33	4.22	-0,11
RESPONSIVENESS	8	Employees work responsively in serving customers	4.17	3.85	-0.32
	9	Employees are always willing to help serve customers	4.38	4.34	-0,04
	10	Employees can provide information to customers well, clearly and precisely	4.25	4.22	-0,03
ASSURANCE	11	The package is sent according to the address	4.90	4.83	-0,07
	12	Customers feel safe when transacting with employees	4.24	4.20	-0,04

	13	Goods sent are safe from damage and loss	4.79	4.35	-0,44
	14	Parking is safe and comfortable	4.03	4.23	0,2
EMPATHY	15	Employees serve customers without distinguishing social status	4.46	4.26	-0,2
	16	Employees can build good relationships with customers through all existing services	4.18	4.15	-0,03
	17	Employees understand customer needs	4.10	3.85	-0,25

Below are the results of the calculation of Gap values per dimension and the obtained Servqual or overall service quality score:

Table 4. 7 Gap Value results of Sicepat

No	Dimension	Importance	Performance	Gap
1	Tangible	4.247	4.043	-0.203
2	Reliability	4.59	3.868	-0.723
3	Responsiveness	4.267	4.137	-0.13
4	Assurance	4.49	4.403	-0.087
5	Empathy	4.247	4.087	-0.16
	Mean	4.368	4.107	-0.261

The results of the Gap calculation of each dimension indicate that the level of importance of each dimension is generally higher than the company's performance then resulting in negative Gap values for each dimension. It means that overall the services provided by the company still do not meet customer expectations.

#### 4.2.5 Importance Performance Analysis of Sicepat (IPA)

After getting the results from the Servqual calculation, each attribute must be grouped according to its priority level using the IPA method. The science method in this research uses SPSS 24 software which is created in a Cartesian diagram as shown in the image below:

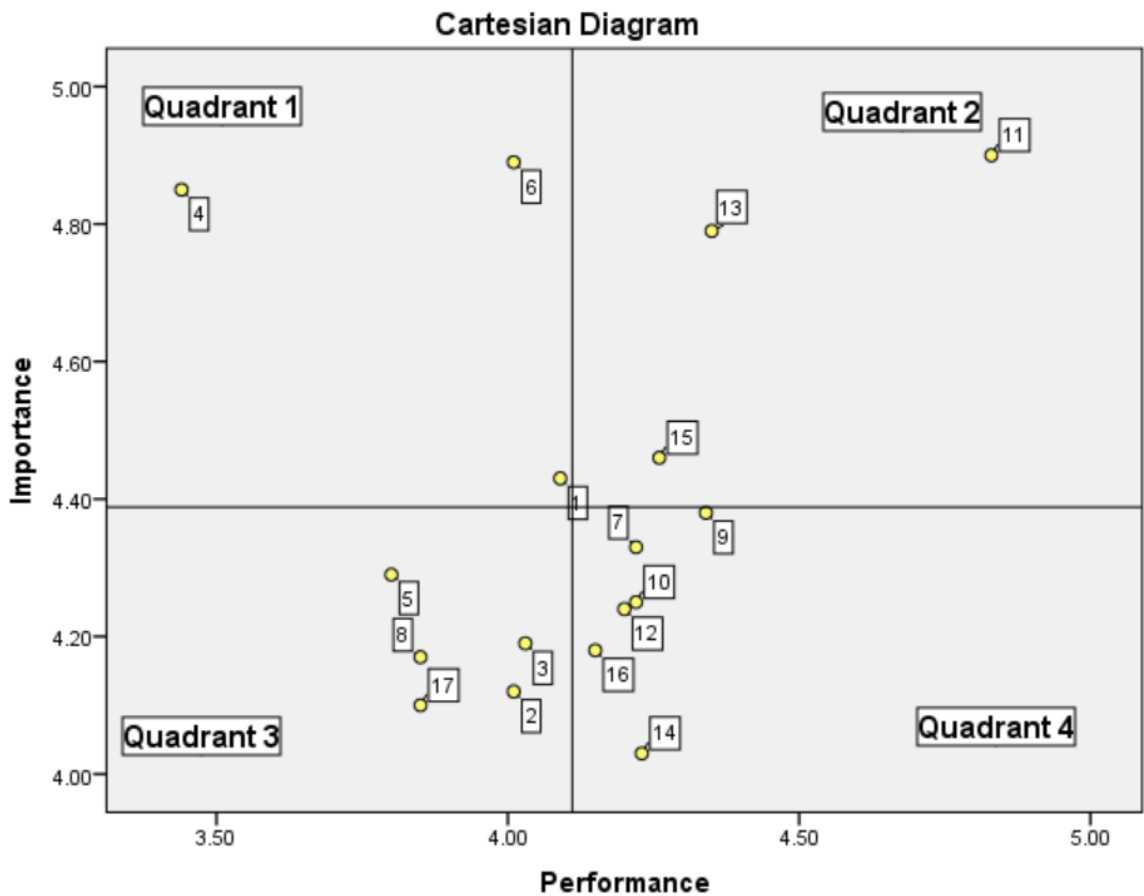


Figure 4. 6 Diagram Importance Performance Analysis of Sicepat

The results of grouping each attribute using the IPA method as shown in the picture above, It can be described in the table below:

Table 4. 8 The Results of IPA Calculation PT. Sicepat

Dimension	No	Attributes	Importan ce (E)	Performan ce (P)	Gap	Quadrant
TANGIBLE	1	Delivery service companies should have a system for tracking goods that can be accessed by customers	4.34	4.09	-0,34	1
	2	The environment of delivery service company agent is clean and tidy	4.12	4.01	-0,11	3
	3	Delivery service company employees must dress	4.19	4.03	-0,16	3

		and appear neat				
RELIABILITY	4	The price is relatively cheap than other expedition	4.85	3.44	-1.41	1
	5	The company is sympathetic when customers have problems	4.29	3.80	-0,49	3
	6	The company completed the delivery of goods according to the promised time	4.89	4.01	-0,88	1
	7	The company maintains accurate records	4.33	4.22	-0,11	4
RESPONSIVE NESS	8	Employees work responsivel	4.17	3.85	-0.32	3

		y in serving customers				
	9	Employees are always willing to help serve customers	4.38	4.34	-0,04	4
	10	Employees can provide information to customers well, clearly and precisely	4.25	4.22	-0,03	4
ASSURANCE	11	The package is sent according to the address	4.90	4.83	-0,07	2
	12	Customers feel safe when transacting with employees	4.24	4.20	-0,04	4
	13	Goods sent are safe from damage and loss	4.79	4.35	-0,44	2

	14	Parking is safe and comfortable	4.03	4.23	0,2	4
EMPATHY	15	Employees serve customers without distinguishing social status	4.46	4.26	-0,2	2
	16	Employees can build good relationships with customers through all existing services	4.18	4.15	-0,03	4
	17	Employees understand customer needs	4.10	3.85	-0,25	3
TOTAL			74.6	69,88		
AVERAGE			4.388	4.111		

### 4.3 Data Processing PT. J&T Express

#### 4.3.1 Respondent profile

Based on the data obtained through the distribution of questionnaires to J&T customers in Yogyakarta city, a total of 100 respondents were obtained. First classification is the data



profile based on the gender of J&T customers as follows: male customers amounted to 43 with a percentage of 43%, and female customers amounted to 57 with a percentage of 57%.

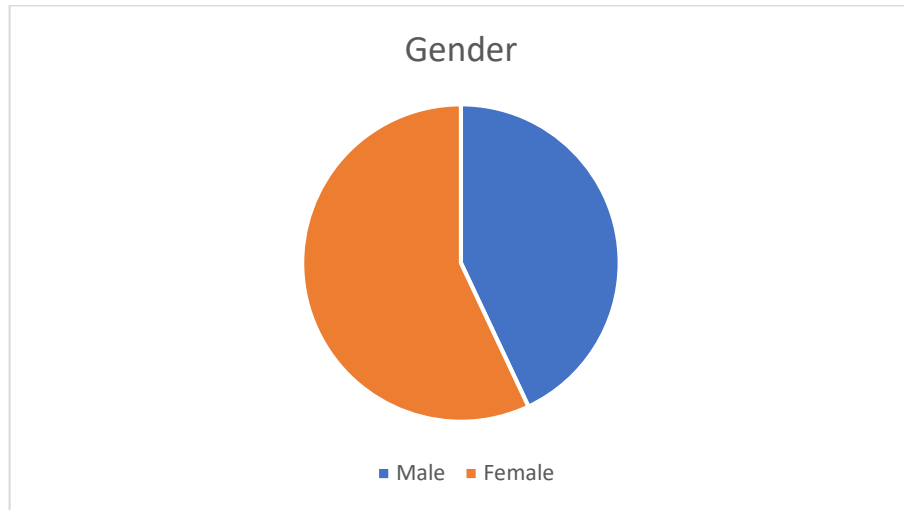


Figure 4. 7 Gender Profile of the J&T Respondents Diagram

Based on Figure 4.8 below, the second classification is the data profile based on the age of Sicepat customers. The most of respondents are aged 17 to 25 years, with 49 people (49%). Next, for respondents aged 26 to 35 years, there are 23 people (23%), while for respondents aged 36 to 45 years, there are 21 people (21%). Furthermore, for those above 45 years old, there are 11 people (11%).

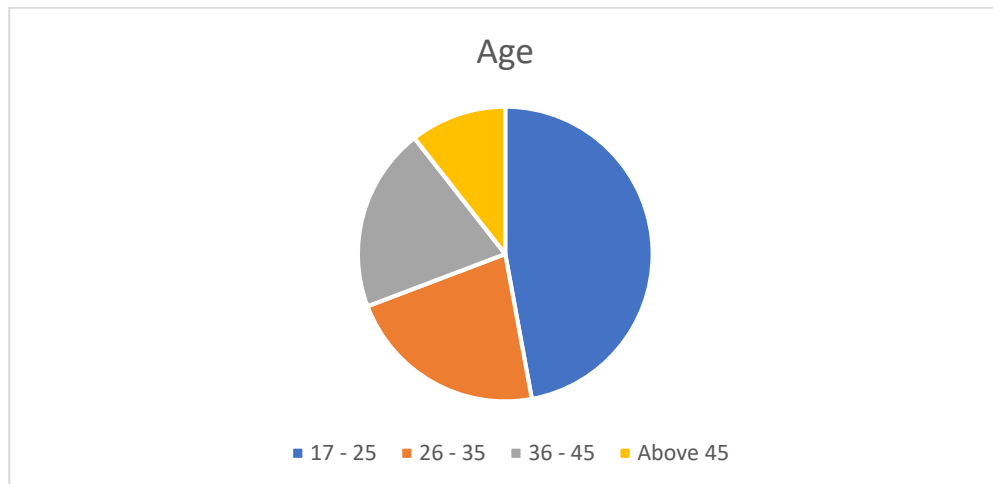


Figure 4. 8 Age Profile of the J&T Respondents Diagram

Based on Figure 4.9 below, the next classification is based on occupation. The occupation of Sicepat customers in Yogyakarta city is as follows: there are 34 people (34%) who are civil servants/private sector workers, 26 people (26%) are entrepreneurs, 38 people (38%) are students, and the remaining 2 people (2%) have a job other than the options provided.

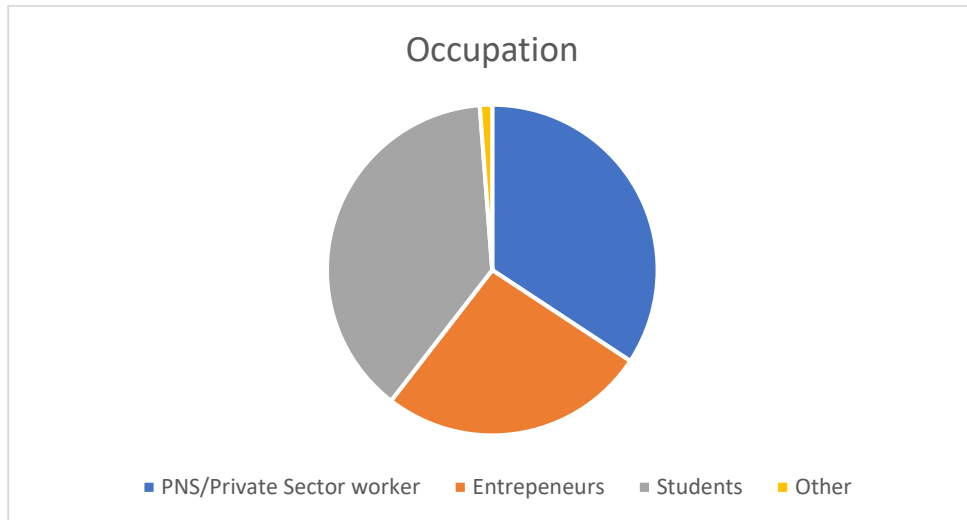


Figure 4. 9 Occupation Profile of the J&T Respondents Diagram

The last education of Sicepat customers becomes the third classification, with 13 people (13%) having completed their education up to elementary/junior high school, while 24 people (24%) are high school graduates. Then 51 people (51%) hold a diploma/undergraduate degree, while 12 people (12%) have completed their education up to postgraduate level(S2/S3).

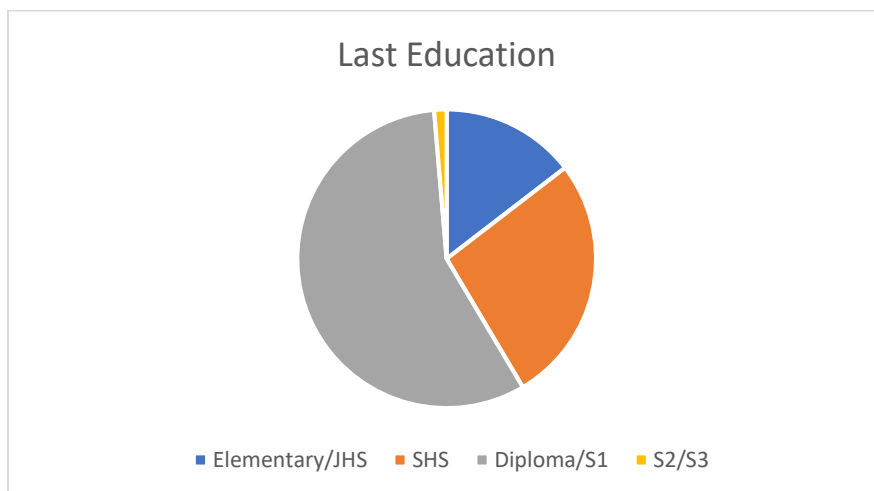


Figure 4. 10 Last education of the J&T Respondents Diagram

### 4.3.2 Validity test

A validity test is a method used in research to determine whether the research data is valid or not. This research uses SPSS software to find out the calculated r value.

#### 1. Determining the Hypotheses

H0: The scores of individual items positively correlate with the total score (valid).

H1: The scores of individual items do not positively correlate with the total score (invalid).

#### 2. Determining the value of the r table

Significance level 5%

df (Number of respondents) = n - 2

df = 100 - 2 = 98

Based on the r table, the value of the r table is 0.1654.

#### 3. Calculate the r value

The r value can be obtained after processing the data using SPSS software. The calculated r value can be seen in the SPSS output results in the Corrected Item – Total Correlation column.

#### 4. Decision Making

If r value > r table, then the questionnaire items are considered valid

If r value < r table, then the questionnaire items are considered invalid

Table 4. 9 Importance Validity Test of J&T

Dimension	No	Attributes	r value	r table	Result
TANGIBLE	1	Delivery service companies should have a system for tracking goods that can be accessed by customers	0.583	0.1654	Valid

	2	The environment of delivery service company agent is clean and tidy	0.475	0.1654	Valid
	3	Delivery service company employees must dress and appear neat	0.427	0.1654	Valid
RELIABILITY	4	The price is relatively cheap	0.624	0.1654	Valid
	5	The company is sympathetic when customers have problems	0.234	0.1654	Valid
	6	The company completed the delivery of goods according to the promised time	0.671	0.1654	Valid
	7	The company maintains accurate records	0.424	0.1654	Valid
RESPONSIVENESS	8	Employees work responsively in serving customers	0.435	0.1654	Valid
	9	Employees are always willing to help serve customers	0.582	0.1654	Valid

	10	Employees can provide information to customers well, clearly and precisely	0.485	0.1654	Valid
ASSURANCE	11	The package is sent according to the address	0.736	0.1654	Valid
	12	Customers feel safe when transacting with employees	0.881	0.1654	Valid
	13	Goods sent are safe from damage and loss	0.646	0.1654	Valid
	14	Parking is safe and comfortable	0.775	0.1654	Valid
EMPATHY	15	Employees serve customers without distinguishing social status	0.728	0.1654	Valid
	16	Employees can build good relationships with customers through all existing services	0.677	0.1654	Valid
	17	Employees understand customer needs	0.651	0.1654	Valid

Table 4. 10 Performance Validity Test of J&T

Dimension	No	Attributes	r value	r table	Result
TANGIBLE	1	Delivery service companies should have a system for tracking goods that can be accessed by customers	0.358	0.1654	Valid
	2	The environment of delivery service company agent is clean and tidy	0.277	0.1654	Valid
	3	Delivery service company employees must dress and appear neat	0.399	0.1654	Valid
RELIABILITY	4	The price is relatively cheap	0.292	0.1654	Valid
	5	The company is sympathetic when customers have problems	0.384	0.1654	Valid
	6	The company completed the delivery of goods	0.643	0.1654	Valid

		according to the promised time			
	7	The company maintains accurate records	0.612	0.1654	Valid
RESPONSIVENESS	8	Employees work responsively in serving customers	0.381	0.1654	Valid
	9	Employees are always willing to help serve customers	0.576	0.1654	Valid
	10	Employees can provide information to customers well, clearly and precisely	0.616	0.1654	Valid
ASSURANCE	11	The package is sent according to the address	0.226	0.1654	Valid
	12	Customers feel safe when transacting with employees	0.508	0.1654	Valid
	13	Goods sent are safe from damage and loss	0.175	0.1654	Valid
	14	Parking is safe and comfortable	0.251	0.1654	Valid

EMPATHY	15	Employees serve customers without distinguishing social status	0.170	0.1654	Valid
	16	Employees can build good relationships with customers through all existing services	0.427	0.1654	Valid
	17	Employees understand customer needs	0.373	0.1654	Valid

Based on the validity test results from the two tables above, it can be observed that all  $r$  values are greater than the  $r$  table value of 0.1654. Therefore, it can be concluded that each respondent's answers regarding both importance and satisfaction are considered valid.

#### 4.3.3 Reliability test

Reliability testing was conducted on 100 respondents who are customers of PT. J&T Express, using 17 questions that have been validated in the validity test. The reliability test will be performed using SPSS software. In the calculation of reliability testing, the Cronbach's Alpha formula is used. If the calculated value of Cronbach's Alpha ( $r$ -value) is greater than 0.6, then it can be concluded that the data is reliable. But if the calculated value of Cronbach's Alpha is less than 0.6, then the data is considered unreliable.

Table 4. 11 Reliability test results of J&T

Aspect	Cronbach's Alpha	N of Items	Result
Importance	.876	17	Reliable
Performance	.670	17	Reliable



From the reliability testing conducted using SPSS software, the results are shown in the table above. For the importance aspect, a value of 0.876 was obtained, indicating that the instrument used is reliable. Besides the performance aspect, a value of 0.670 was obtained, also indicating that the instrument used is reliable.

#### 4.3.4 Servqual Test

##### 1. Importance Test

To find out the average of each attribute in the importance aspect, the following formula is used:

$$Y_i = \frac{\sum y_i}{n}$$

Explanation:

$Y_i$  : Mean of question  $i$ ,

$\sum y_i$  : Total value of question  $i$ ,

$n$  : Number of respondents

Table 4. 12 Servqual test results of Importance J&T

Dimension	No	Attributes	$\sum y_i$	$n$	$Y_i$
TANGIBLE	1	Delivery service companies should have a system for tracking goods that can be accessed by customers	439	100	4.39
	2	The environment of delivery service company agent is clean and tidy	427	100	4.27
	3	Delivery service company	410	100	4.10

		employees must dress and appear neat			
RELIABILITY	4	The price is relatively cheap	456	100	4.56
	5	The company is sympathetic when customers have problems	429	100	4.29
	6	The company completed the delivery of goods according to the promised time	462	100	4.62
	7	The company maintains accurate records	433	100	4.33
RESPONSIVENESS	8	Employees work responsively in serving customers	439	100	4.39
	9	Employees are always willing to help serve customers	436	100	4.36
	10	Employees can provide information to customers well, clearly and precisely	422	100	4.22

ASSURANCE	11	The package is sent according to the address	450	100	4.50
	12	Customers feel safe when transacting with employees	414	100	4.14
	13	Goods sent are safe from damage and loss	468	100	4.68
	14	Parking is safe and comfortable	421	100	4.21
EMPATHY	15	Employees serve customers without distinguishing social status	418	100	4.18
	16	Employees can build good relationships with customers through all existing services	412	100	4.12
	17	Employees understand customer needs	423	100	4.23

#### Performance Test

To find out the average of each attribute in the performance aspect, the following formula is used:

$$y_i = \frac{\sum y_i}{n}$$

Explanation:

$Y_i$  : Mean of question  $i$ ,

$\sum y_i$  : Total value of question  $i$ ,

$n$  : Number of respondents

Table 4. 13 Servqual test results of Performance J&T

Dimension	No	Attributes	$\sum y_i$	$n$	$Y_i$
TANGIBLE	1	Delivery service companies should have a system for tracking goods that can be accessed by customers	444	100	4.44
	2	The environment of delivery service company agent is clean and tidy	421	100	4.21
	3	Delivery service company employees must dress and appear neat	397	100	3.97
RELIABILITY	4	The price is relatively cheap	458	100	4.58
	5	The company is sympathetic when customers have problems	409	100	4.09

	6	The company completed the delivery of goods according to the promised time	442	100	4.42
	7	The company maintains accurate records	402	100	4.02
RESPONSIVENESS	8	Employees work responsively in serving customers	442	100	4.42
	9	Employees are always willing to help serve customers	416	100	4.16
	10	Employees can provide information to customers well, clearly and precisely	410	100	4.10
ASSURANCE	11	The package is sent according to the address	458	100	4.58
	12	Customers feel safe when transacting with employees	400	100	4.00
	13	Goods sent are safe from damage and loss	452	100	4.52

	14	Parking is safe and comfortable	425	100	4.25
EMPATHY	15	Employees serve customers without distinguishing social status	415	100	4.15
	16	Employees can build good relationships with customers through all existing services	419	100	4.19
	17	Employees understand customer needs	417	100	4.17

## 2. Service Quality/Gap Value Test

To find out the service quality/Gap value, it is calculated using the following formula:

$$Q = P - E$$

Explanation :

Q = Quality of Service

P = Perceived (Performance)

E = Expected (Importance)

Table 4. 14 Gap Value Calculation J&T

Dimension	No	Attributes	Importance (E)	Performance (P)	Gap
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TANGIBLE	1	Delivery service companies should have a system for tracking goods that can be accessed by customers	4.39	4.44	0.05
	2	The environment of delivery service company agent is clean and tidy	4.27	4.21	-0.06
	3	Delivery service company employees must dress and appear neat	4.10	3.97	-0.13
RELIABILITY	4	The price is relatively cheap than other expedition	4.56	4.58	0.02
	5	The company is sympathetic when customers have problems	4.29	4.09	-0.2
	6	The company completed the delivery of goods according	4.62	4.42	-0.2

		to the promised time			
	7	The company maintains accurate records	4.33	4.02	-0.31
RESPONSIVENESS	8	Employees work responsively in serving customers	4.39	4.42	0.03
	9	Employees are always willing to help serve customers	4.36	4.16	-0.2
	10	Employees can provide information to customers well, clearly and precisely	4.22	4.10	-0.12
ASSURANCE	11	The package is sent according to the address	4.50	4.58	0.08
	12	Customers feel safe when transacting with employees	4.14	4.00	-0.14
	13	Goods sent are safe from damage and loss	4.68	4.52	-0.16



	14	Parking is safe and comfortable	4.21	4.25	0.04
EMPATHY	15	Employees serve customers without distinguishing social status	4.18	4.15	-0.03
	16	Employees can build good relationships with customers through all existing services	4.12	4.19	0.07
	17	Employees understand customer needs	4.23	4.17	-0.06

Below are the results of the calculation of Gap values per dimension and the obtained Servqual or overall service quality score:

Table 4. 15 Gap Value results of J&T

No	Dimension	Importance	Performance	Gap
1	Tangible	4.253	4.207	-0,047
2	Reliability	4.45	4.277	-0,173
3	Responsiveness	4.323	4.227	-0,097
4	Assurance	4.383	4.337	-0,045
5	Empathy	4.176	4.17	-0,007
	Mean	4.317	4.244	-0,074

The results of the Gap calculation of each dimension indicate that the level of importance of each dimension is generally higher than the company's performance then resulting in

negative Gap values for each dimension. This means that overall, the services provided by the company still do not meet customer expectations.

#### 4.3.5 Importance Performance Analysis of PT. J&T Express

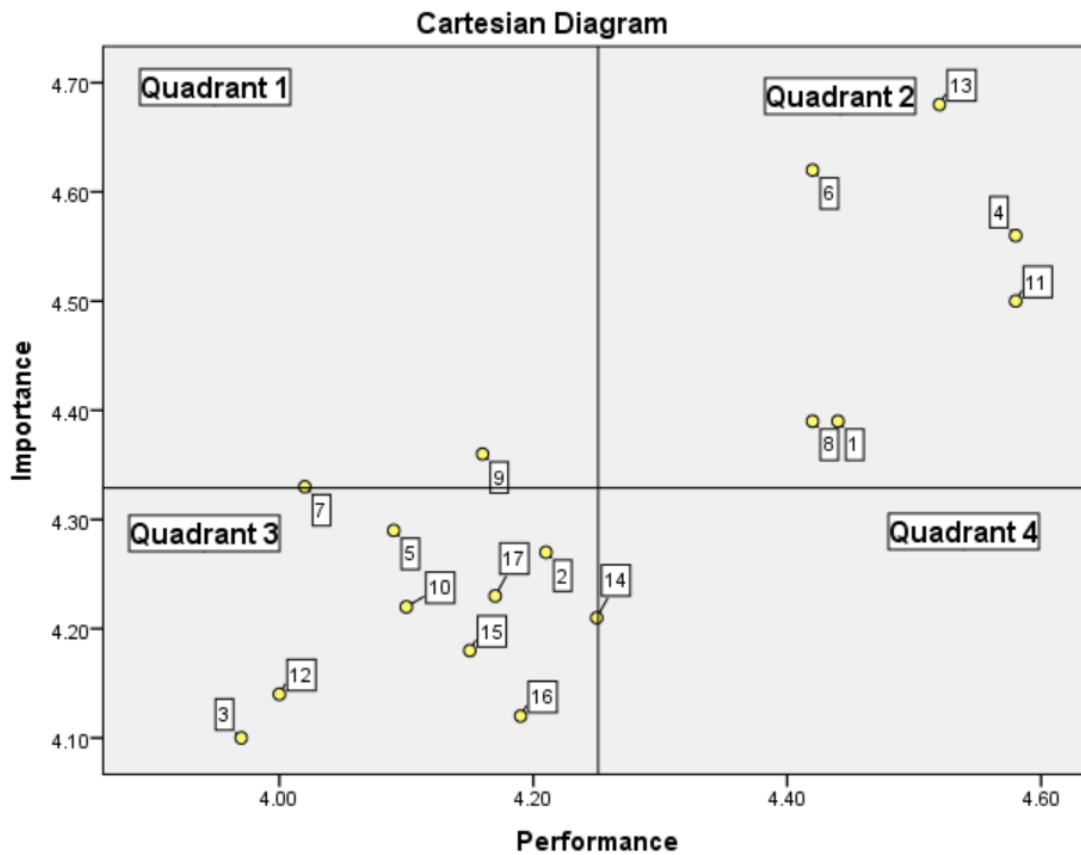


Figure 4. 11 Diagram Importance Performance Analysis of J&T

The results of grouping each attribute using the IPA method as shown in the picture above, it can be described in the table below:

Table 4. 16 The Results of IPA Calculation PT. J&T

Dimension	No	Attributes	Importance (E)	Performance (P)	Gap	Quadrant

TANGIBLE	1	Delivery service companies should have a system for tracking goods that can be accessed by customers	4.39	4.44	0.05	2
	2	The environment of delivery service company agent is clean and tidy	4.27	4.21	-0.06	3
	3	Delivery service company employees must dress and appear neat	4.10	3.97	-0.13	3
RELIABILITY	4	The price is relatively cheap than other expedition	4.56	4.58	0.02	2
	5	The company is sympathetic when	4.29	4.09	-0.2	3

		customers have problems				
	6	The company completed the delivery of goods according to the promised time	4.62	4.42	-0.2	2
	7	The company maintains accurate records	4.33	4.02	-0.31	1
RESPONSIV ENESS	8	Employees work responsively in serving customers	4.39	4.42	0.03	2
	9	Employees are always willing to help serve customers	4.36	4.16	-0.2	1
	10	Employees can provide information to customers well, clearly and precisely	4.22	4.10	-0.12	3
ASSURANC E	11	The package is sent	4.50	4.58	0.08	2

		according to the address				
	12	Customers feel safe when transacting with employees	4.14	4.00	-0.14	3
	13	Goods sent are safe from damage and loss	4.68	4.52	-0.16	2
	14	Parking is safe and comfortable	4.21	4.25	0.04	3
EMPATHY	15	Employees serve customers without distinguishing social status	4.18	4.15	-0.03	3
	16	Employees can build good relationships with customers through all existing services	4.12	4.19	0.07	3
	17	Employees understand	4.23	4.17	-0.06	3

		customer needs				
TOTAL			73.59	72.27		
AVERAGE			4.328	4.252		

## **CHAPTER V**

### **DISCUSSION**

#### 5.1 Validity Test

SPSS 24 software is used to calculate validity tests by first determining the r table, where to determine it requires df and significance level. It gets  $df = 100 - 2 = 98$  and the significance level is 5%. If look at the r table, the r table value in this study is 0.1654. Apart from that, the r-value is calculated for each attribute so that it can be compared with the r table, where if the r value is greater than the r table then the data is declared to be valid. The results of the r value can be seen in the SPSS output, especially in the Pearson Correlation value. The results of this test are obtained if all r values for each attribute exceed the r table, then each questionnaire attribute is declared valid.

#### 5.2 Reliability Test

Besides the validity test, the reliability test also uses SPSS 24 software to calculate it, the output of which can be seen in Cronbach's Alpha value listed in the reliability statistics table. After carrying out the test, the results obtained were that in the Sicepat importance questionnaire data it was 0.842, while in the Sicepat performance questionnaire data the result was 0.830. Apart from that, in the J&T importance questionnaire data, the result was 0.876, while in the J&T performance questionnaire data the result was 0.670. From all the reliability test results, it can be stated that all the questionnaire data is reliable because all the results are more than 0.6.

#### 5.3 Service Quality

After processing the Servqual data, we can see what factors cause the gap between the importance and performance of Sicepat and J&T customers. From the results of data processing, it was found that there was a gap between positive and negative attributes. If the data processing results show a positive gap value, then the service provided is in line with customer expectations, whereas if the value is negative then the service is not in line with customer expectations. In addition, analysis is carried out regarding service improvements to improve service quality and meet customer expectations. The following are the results of calculations carried out in the Service Quality method:

### 1. Tangible

Tangible is the physical appearance that a company has to serve customers which is very easy to see and feel by the customers. Servqual calculation of PT. Sicepat is obtained the gap value of the three question attribute items shows a negative result (-), which means the customer is dissatisfied with all tangible dimensions of PT. Sicepat. If look at the largest gap value, it is found in the neatness attribute of the serving employees, which is -0.16, the quality attribute of the goods tracking system is found to be a gap of -0.34, and the outlet cleanliness attribute is found to be a gap of -0.11.

In PT. J&T is obtained if 1 attribute question is positive (+) and 2 questions are negative (-), which means there is 1 attribute that meets customer expectations. A positive gap value is found in the item tracking system attribute, with a value of 0.05. Meanwhile, the negative gap is found in the employee neatness attribute, namely -0.13, and the outlet cleanliness attribute, namely -0.06.

### 2. Reliability

Reliability is the ability or agreement given by a company to serve its customers. In the reliability dimension of PT. Sicepat is obtained if all the attributes are negative (-), which means the customer is not satisfied with the service provided. The biggest gap value is found in the cheap price attribute, with a value of -1.41, for the company completed the delivery according to the promised time attribute is -0.88, for the attribute sympathetic of company when the customers have problems is -0.49, and for the attribute, the company has accurate records is -0.11.

In PT. J&T is obtained if the gap results are negative and positive. The positive gap value is found in the cheap price attribute with a value of 0.02, while the attribute sympathetic of a company when the customer has a problem is -0.2, for the attribute of the company completed the delivery according to the promised time is -0.2, then for the attribute of the company have accurate records is -0.31.

### 3. Responsiveness

The responsiveness attribute is an attribute that shows the company or employee's desire to provide fast and accurate service. At PT. Sicepat, the gap calculations are all negative, which means that this attribute cannot meet customer expectations. The attribute that has the biggest gap is employees work responsively is -0.32, for the employee always willing



to help customer attribute is -0.04, and for the attribute employee can provide information to customers well and clearly is -0.03.

At PT. J&T, the gap calculation is 2 negative and 1 positive. The attribute that has a positive gap is employees work responsively is 0.03, for the attribute that has a negative gap value is employee always willing to help customers with a value of -0.2, for the attribute employee can provide information to customers well and clearly is -0.12

#### 4. Assurance

Assurance attributes are attributes that show the company's and employees' ability to build customer trust. At PT. Sicepat, we found that the gap calculation was 3 negative and 1 positive. At PT. Sicepat, the biggest gap value is goods sent safe from damage and loss with value -0.44, the attribute of package sent to real address is -0.07, then, for the attribute of feel safe when transacting with employees is -0.04, for the attribute with a positive gap is safe parking space with a value of 0.2.

At PT. J&T obtained a gap calculation of a negative value of 2 and a positive 2. The attribute of a package sent to a real address is 0.08, for the attribute of safe parking is 0.04, then, the attribute of feel safe when transacting with employees is -0.14, and for the attribute of good sent safe from damage and loss is -0.16.

#### 5. Empathy

The empathy attribute is an attribute that shows the company or employee's concern for customers. At PT. Sicepat, all the gap values are negative, which means that all attributes cannot meet customer expectations. The biggest gap value is for the attribute of employees understand customers' needs with a value of -0.25, for the attribute of employees not distinguishing social status is -0.2, then for the attribute of employees can build good relationships with customers is -0.03.

At PT. J&T the gap value is positive 1 and negative 2. The gap value for the attribute of employees understanding customers' needs with value -0.06, for the attribute of employees not distinguishing social status is -0.03, then for the attribute of employees can build good relationships with customers is 0.07.

### 5.4 Gap Each Dimension

The aim of calculating the gap per dimension is to be able to see the overall picture of service quality in each dimension. At PT. Sicepat is obtained if the gap for tangible attributes is -0.203,

then for reliability attributes is -0.723, responsiveness attributes are -0.13, assurance attributes is -0.087, and for empathy is -0.16. In the calculation of PT. J&T is obtained if the gap for tangible attributes is -0.047, then for reliability attributes is -0.173, responsiveness attributes are -0.097, assurance attributes is -0.045, and for empathy is -0.007.

From the results of calculating the Gap values for the two companies, it was found that all of them showed negative results, which means that the level of importance of the dimensions was higher than the company's performance. Therefore, it is necessary to improve service quality.

### 5.5 Importance Performance Analysis

#### 1. Concentrate Here (Quadrant 1)

This quadrant shows that the level of importance of a service attribute is high but the company's performance is low so the services included in this quadrant are the main priority for improvement. At PT. Sicepat, 3 attributes are included in this quadrant, namely (no. 4) The price is relatively cheaper than other expeditions, which means that the price of services provided by PT. Sicepat is not cheaper compared to other expeditions, (no. 6) The company completed the delivery of goods according to the promised time, which means the PT. Sicepat can't deliver goods according to the certain time that has been notified to customers, and (no. 1) Delivery service companies should have a system for tracking goods that can be accessed by customers, which means the tracking system is owned by PT. Sicepat is not always reliable, and the location of items in the system may not always match their actual location.

Meanwhile at PT. J&T has 2 attributes, namely (no. 9) Employees are always willing to help serve customers, it means the employees of PT. J&T is not always willing to assist and serve customers, and (no. 7) The company maintains accurate records, which means that PT. J&T does not keep proper and complete order records.

#### 2. Keep up the Good Work (Quadrant 2)

This quadrant shows that the level of importance of a service is high and also the level of performance is high so the attributes in quadrant 2 are considered good and their performance must be maintained by the company. At PT. Sicepat there are 3, namely (no. 11) The package is sent according to the address, (no. 13) Goods sent are safe from damage and loss, and (no. 15) Employees serve customers without distinguishing social status.

Meanwhile at PT. J&T has 6 attributes, namely (no. 1) Delivery service companies should have a system for tracking goods that can be accessed by customers, (no. 4) The price is relatively cheap than other expeditions, (no. 6) The company completed the delivery of goods according to the promised time, (no. 8) Employees work responsively in serving customers, (no. 11) The package is sent according to the address, and (no. 13) Goods sent are safe from damage and loss.

### 3. Low Priority (Quadrant 3)

This quadrant describes if the level of customer importance of a service is low and also the level of performance of the company is low, so this quadrant has a low priority for improvement. At PT. Sicepat there are 5, namely (no. 2) The environment of delivery service company agent is clean and tidy, (no. 3) Delivery service company employees must dress and appear neat, (no. 5) The company is sympathetic when customers have problems, (no. 8) Employees work responsively in serving customers, and (no. 17) Employees understand customer needs. Meanwhile at PT. J&T there are 9, namely (no. 2) The environment of delivery service company agents is clean and tidy, (no. 3) Delivery service company employees must dress and appear neat, (no. 5) The company is sympathetic when customers have problems), (no. 10) Employees can provide information to customers well, clearly and precisely, (no. 12) Customers feel safe when transacting with employees, (no. 14) Parking is safe and comfortable, (no. 15) Employees serve customers without distinguishing social status, (no. 16) Employees can build good relationships with customers through all existing services, and (no. 17) Employees understand customer needs.

### 4. Possible Overkill (Quadrant 4)

This quadrant shows that the level of customer importance of service is low, but the performance provided by the company is high, so it is considered not too important and is considered excessive in allocating resources. At PT. Sicepat there are 6, namely (no. 7) The company maintains accurate records, (no. 9) Employees are always willing to help serve customers, (no. 10) Employees can provide information to customers well, clearly and precisely, (no. 12) Customers feel safe when transacting with employees , (no. 16) Employees can build good relationships with customers through all existing services and (no. 14) Parking is safe and comfortable. Meanwhile at PT. J&T has no attributes.

## CHAPTER VI

### CONCLUSION AND SUGGESTION

#### 6.1 Conclusion

From the results of the discussion on the service quality of PT. Sicepat Ekspres using the Servqual and IPA methods obtained the following conclusions:

1. Based on calculations using the servqual method, it was found that the tangible dimension had a gap value of -0.203, the reliability dimension had a gap value of -0.723, the responsiveness dimension had a gap value of -0.13, the assurance dimension had a gap value of -0.087, the empathy dimension had a gap value of -0.16. From the results of these calculations it can be concluded that the five dimensions have a negative gap value, which means that the services provided by PT. Sicepat has not met customer expectations.
2. Based on calculations using the IPA method, it was found that the main priorities for improvement were 3 attributes included in quadrant 1. The three attributes are:
  - a. Delivery service companies should have a system for tracking goods that can be accessed by customers, which means that the price of services provided by PT. Sicepat is not cheaper compared to other expeditions.
  - b. The price is relatively cheap than other expeditions, which means the PT. Sicepat can't deliver goods according to the certain time that has been notified to customers.
  - c. The company completed the delivery of goods according to the promised time, which means the tracking system owned by PT. Sicepat is not always reliable, and the location of items in the system may not always match their actual location.

#### 6.2 Suggestion

Based on the quality calculations using the Servqual and IPA methods for PT. Sicepat can be observed that attributes 1, 4, and 6 are included in quadrant 1. The proposed improvements that can be suggested for prioritized service attributes at PT. Sicepat are as follows:

1. PT. Sicepat needs to conduct periodic and routine training for its employees to ensure optimal service delivery and mitigate human errors. A suitable training method to enhance employees' skills in this research is to provide technical skill training so that employees do not forget or feel difficulty when using the tracking system for goods. Besides, customer service training is needed to improve the skill of customer to serve the customers.
2. PT. Sicepat needs to conduct surveys regarding the estimated time required to reach the destination in order to provide accurate time estimates without significant delays, so that customers do not feel disappointed with the services provided.
3. PT. Sicepat needs to conduct surveys regarding the prices of other expeditions to understand market prices, so the price doesn't differ much, and it can increase the interest of the public to use Sicepat services. This can be observed by looking at other expedition company websites or by shipping items of the same weight and type to the same location.
4. After getting the results of PT. Sicepat and PT. J&T, then it can be recommended for PT. Sicepat can maximize its employees' performance for attributes that require improved service or attributes in quadrant 1 and reduce the performance of employees at attributes in quadrant 4 which are not important or only waste employee energy.

The suggestions that can be given in further research are as follows:

Adding researched service attributes to be more comprehensive in assessing the quality of company services.

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# **APPENDIX**

## A-Research Questionnaire

### Kuisisioner Penelitian

Assalamualaikum Warahmatullahi Wabarakatuh.  
Perkenalkan saya Nabila Arista mahasiswi TEKNIK INDUSTRI Universitas Islam Indonesia. Saat ini saya sedang melakukan penelitian untuk tugas akhir saya yang berjudul "Analisis Kualitas Pelayanan Terhadap Kepuasan Pelanggan PT. Sicepat Ekspres di Yogyakarta Menggunakan Metode Servqual dan Importance Performance Analysis". Saya memohon kesediaan Anda untuk mengisi kuisisioner ini. Saya sangat menghargai kejujuran anda dalam mengisi kuisisioner ini. Informasi yang Anda berikan akan dijamin kerahasiannya. Atas perhatiannya saya ucapkan terima kasih.

18522237@students.uii.ac.id [Switch account](#)



Not shared

\* Indicates required question

Apakah anda melakukan pengiriman barang melalui Sicepat di Kota Yogyakarta \* dalam 3 bulan terakhir ini?

- Ya (Lanjut ke bagian berikutnya)
- Tidak (berhenti sampai disini)

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#### PROFIL RESPONDEN

Usia \*

- 17 - 25 tahun
- 26 - 35 tahun
- 36 - 45 tahun
- Diatas 45 tahun

Jenis Kelamin \*

- Pria
- Wanita

Pekerjaan \*

- PNS/Swasta
- Wiraswasta
- Pelajar/Mahasiswa
- Lainnya

Pendidikan Terakhir \*

- SD/SMP
- SMA/SMK
- Diploma/S1
- S2/S3

Alamat Gerai Sicepat yang anda gunakan: \*

- Tegalrejo Branch (Jl. Saudagaran 820, Tegalrejo, Yogyakarta)
- Tegal Panggung Branch (Jl. Hayam Wuruk 179-321, Tegal Panggung, Danurejan, Yogyakarta)
- Fastpay Anggit Dropoff (Glagah UH 4 No. 306 Warungboto, Umbulharjo, Yogyakarta)
- DNK PT. Jogja Istimewa Paket Dropoff (Jl. Kolonel Sugiyono, Wirogunan, Mergangsan, Yogyakarta)
- Droper Dyan Ifyuanar Dropoff (Jl. Menteri Supeno, Sorosutan, Umbulharjo, Yogyakarta)
- Shipper Purbayan Dropoff (Jl. Mundorakan, kios pasar kotagede Bu Yuli, Yogyakarta)
- Kranggan Expedisi Dropoff (Jl. Kranggan No. 96C Cokrodingratan, Jetis, Yogyakarta)

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## TINGKAT KEPENTINGAN TERHADAP PELAYANAN PENGIRIMAN BARANG

Penelitian ini berkenaan dengan pendapat anda mengenai perusahaan jasa pengiriman barang. Untuk setiap pernyataan berikut, berikan pendapat anda mengenai seberapa pentingnya perusahaan jasa pengiriman barang melakukan layanannya dengan memilih salah satu angka dari 5 angka yang tersedia dibawah pernyataan.

Jika Anda "SANGAT SETUJU" dengan pernyataan tersebut maka pilihlah angka 5,  
Jika Anda "SETUJU" maka pilihlah angka 4,  
Jika Anda "NETRAL" maka pilihlah angka 3,  
Jika Anda "TIDAK SETUJU" maka pilihlah angka 2,  
dan jika anda "SANGAT TIDAK SETUJU" maka pilihlah angka 1.

### TAMPILAN FISIK (TANGIBLE)

Perusahaan jasa pengiriman barang seharusnya memiliki sistem untuk melacak barang yang dapat diakses oleh pelanggan \*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Lingkungan counter agen dari perusahaan jasa pengiriman barang harus bersih dan rapi \*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Karyawan dari perusahaan jasa pengiriman barang seharusnya berpakaian dan berpenampilan rapi dan profesional \*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

---

KEHANDALAN (RELIABILITY)

---

Tarif harga yang diberikan oleh jasa pengiriman barang relative murah \*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Ketika pelanggan mempunyai masalah pengiriman barang, perusahaan jasa pengiriman barang seharusnya menunjukkan sikap simpatik dengan meyakinkan \*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Perusahaan jasa pengiriman barang seharusnya dapat menyelesaikan pengiriman barang sesuai dengan waktu yang dijanjikan \*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Perusahaan jasa pengiriman barang seharusnya melakukan pencatatan yang akurat \*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

---

#### DAYA TANGGAP (RESPONSIVENESS)

Karyawan perusahaan jasa pengiriman barang harus bekerja dengan cepat tanggap dalam melayani pelanggan \*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Karyawan perusahaan jasa pengiriman barang harus selalu bersedia membantu melayani pelanggan \*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Karyawan dapat memberikan informasi kepada pelanggan dengan baik, jelas, dan tepat \*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

#### JAMINAN (ASSURANCE)

Memastikan paket dikirim sesuai alamat \*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Pelanggan seharusnya mendapatkan rasa aman bertransaksi dengan karyawan perusahaan jasa pengiriman barang \*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Perusahaan pengiriman barang harus memastikan jika barang yang dikirimkan aman dari kerusakan dan kehilangan \*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

Memastikan dan menyediakan tempat parkir kendaraan yang aman dan nyaman \*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

EMPATI (EMPATHY)

Karyawan perusahaan jasa pengiriman barang melayani pelanggan tanpa membedakan status sosial \*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Karyawan mampu dalam membina hubungan baik dengan pelanggan melalui semua pelayanan yang ada \*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Karyawan dapat memahami permintaan pelanggan \*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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## TINGKAT KEPUASAN TERHADAP PELAYANAN SICEPAT

Penelitian ini berkenaan dengan pendapat anda mengenai perusahaan pengiriman barang Sicepat. Untuk setiap pernyataan berikut,

berikan pendapat anda mengenai seberapa baik perusahaan Sicepat dalam melakukan layanannya

dengan memilih salah satu angka dari 5 angka yang tersedia dibawah pernyataan.

Jika Anda "SANGAT PUAS" dengan pernyataan tersebut maka pilihlah angka 5,  
Jika Anda "PUAS" maka pilihlah angka 4,  
Jika Anda "NETRAL" maka pilihlah angka 3,  
Jika Anda "TIDAK PUAS" maka pilihlah angka 2,  
dan jika anda "SANGAT TIDAK PUAS" maka pilihlah angka 1.

### TAMPILAN FISIK (TANGIBLE)

Sicepat memiliki sistem untuk melacak barang yang dapat diakses oleh pelanggan \*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Counter agen Sicepat memiliki lingkungan yang bersih dan rapi \*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Karyawan Sicepat berpakaian dan berpenampilan rapi dan profesional \*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

KEHANDALAN (RELIABILITY)

Tarif harga yang diberikan oleh Sicepat relative murah dibandingkan dengan ekspedisi lainnya \*

- 1            2            3            4            5
- 

Ketika Anda mempunyai masalah pengiriman barang, Sicepat menunjukkan sikap simpatik dengan meyakinkan \*

- 1            2            3            4            5
- 

Sicepat dapat menyelesaikan pengiriman barang sesuai dengan waktu yang dijanjikan \*

- 1            2            3            4            5
- 

Sicepat melakukan pencatatan yang akurat \*

- 1            2            3            4            5
- 

DAYA TANGGAP (RESPONSIVENESS)

Karyawan Sicepat bekerja dengan cepat tanggap dalam melayani pelanggan \*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Karyawan Sicepat selalu bersedia membantu melayani pelanggan \*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Karyawan Sicepat dapat memberikan informasi kepada pelanggan dengan baik, \*  
jelas, dan tepat

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

JAMINAN (ASSURANCE)

Sicepat memastikan paket dikirim sesuai alamat \*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Pelanggan mendapatkan rasa aman bertransaksi dengan karyawan Sicepat \*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

Sicepat dapat memastikan jika barang yang dikirimkan aman dari kerusakan dan kehilangan \*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Sicepat memastikan dan menyediakan tempat parkir kendaraan yang aman dan nyaman \*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

#### EMPATI (EMPATHY)

Karyawan Sicepat melayani pelanggan tanpa membedakan status sosial \*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Karyawan Sicepat mampu dalam membina hubungan baik dengan pelanggan melalui semua pelayanan yang ada \*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Karyawan Sicepat dapat memahami permintaan pelanggan \*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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X.13	Pearson Correlation	1	.291**	.105	.156	.261**	.568**
	Sig. (2-tailed)		.003	.299	.122	.009	.000
	N	100	100	100	100	100	100
X.14	Pearson Correlation	.291**	1	.256*	.319**	.256*	.479**
	Sig. (2-tailed)	.003		.010	.001	.010	.000
	N	100	100	100	100	100	100
X.15	Pearson Correlation	.105	.256*	1	.377**	.290**	.508**
	Sig. (2-tailed)	.299	.010		.000	.003	.000
	N	100	100	100	100	100	100
X.16	Pearson Correlation	.156	.319**	.377**	1	.189	.607**
	Sig. (2-tailed)	.122	.001	.000		.059	.000
	N	100	100	100	100	100	100
X.17	Pearson Correlation	.261**	.256*	.290**	.189	1	.461**
	Sig. (2-tailed)	.009	.010	.003	.059		.000
	N	100	100	100	100	100	100
Total	Pearson Correlation	.568**	.479**	.508**	.607**	.461**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

### C-Results of Validity Test Performance Sicepat

	Y.13	Y.14	Y.15	Y.16	Y.17	Total	
Y.1	Pearson Correlation	.171	.231*	.169	.042	.156	.329**
	Sig. (2-tailed)	.088	.021	.092	.679	.121	.001
	N	100	100	100	100	100	100
Y.2	Pearson Correlation	-.102	.023	-.030	-.014	.002	.202*
	Sig. (2-tailed)	.310	.818	.766	.888	.987	.044
	N	100	100	100	100	100	100
Y.3	Pearson Correlation	-.112	.138	.017	.070	.061	.196
	Sig. (2-tailed)	.268	.172	.870	.491	.549	.051
	N	100	100	100	100	100	100
Y.4	Pearson Correlation	.005	-.140	-.048	.125	.254*	.293**
	Sig. (2-tailed)	.958	.164	.634	.217	.011	.003
	N	100	100	100	100	100	100
Y.5	Pearson Correlation	.230*	.172	.271**	.560**	.533**	.739**
	Sig. (2-tailed)	.021	.087	.006	.000	.000	.000
	N	100	100	100	100	100	100
Y.6	Pearson Correlation	.053	.081	-.044	.379**	.441**	.616**
	Sig. (2-tailed)	.603	.425	.663	.000	.000	.000
	N	100	100	100	100	100	100
Y.7	Pearson Correlation	.200*	.037	.155	.324**	.293**	.492**
	Sig. (2-tailed)	.046	.718	.123	.001	.003	.000
	N	100	100	100	100	100	100
Y.8	Pearson Correlation	.175	.093	.199*	.484**	.466**	.726**
	Sig. (2-tailed)	.082	.356	.047	.000	.000	.000
	N	100	100	100	100	100	100
Y.9	Pearson Correlation	.129	.092	.367**	.759**	.632**	.774**
	Sig. (2-tailed)	.200	.362	.000	.000	.000	.000
	N	100	100	100	100	100	100

Y.10	Pearson Correlation	.071	-.041	.095	.046	.518**	.326**
	Sig. (2-tailed)	.481	.685	.347	.659	.000	.001
	N	100	100	100	100	100	100
Y.11	Pearson Correlation	.050	.025	.011	.095	.189	.256*
	Sig. (2-tailed)	.622	.806	.913	.349	.060	.010
	N	100	100	100	100	100	100
Y.12	Pearson Correlation	.152	-.043	.033	.188	.474**	.303**
	Sig. (2-tailed)	.130	.670	.746	.061	.000	.002
	N	100	100	100	100	100	100
Y.13	Pearson Correlation	.171	-.102	-.112	.005	.230*	.053
	Sig. (2-tailed)	.088	.310	.268	.958	.021	.603
	N	100	100	100	100	100	100
Y.14	Pearson Correlation	.231*	.023	.138	-.140	.172	.081
	Sig. (2-tailed)	.021	.818	.172	.164	.087	.425
	N	100	100	100	100	100	100
Y.15	Pearson Correlation	.169	-.030	.017	-.048	.271**	-.044
	Sig. (2-tailed)	.092	.766	.870	.634	.006	.663
	N	100	100	100	100	100	100
Y.16	Pearson Correlation	.042	-.014	.070	.125	.560**	.379**
	Sig. (2-tailed)	.679	.888	.491	.217	.000	.000
	N	100	100	100	100	100	100
Y.17	Pearson Correlation	.156	.002	.061	.254*	.533**	.441**
	Sig. (2-tailed)	.121	.987	.549	.011	.000	.000
	N	100	100	100	100	100	100
Total	Pearson Correlation	.329**	.202*	.196	.293**	.739**	.616**
	Sig. (2-tailed)	.001	.044	.051	.003	.000	.000
	N	100	100	100	100	100	100

### C-Results of Validity Test Importance J&T

		X.17	Total
X.1	Pearson Correlation	.281**	.583**
	Sig. (2-tailed)	.005	.000
	N	100	100
X.2	Pearson Correlation	.253*	.475**
	Sig. (2-tailed)	.011	.000
	N	100	100
X.3	Pearson Correlation	.254*	.427**
	Sig. (2-tailed)	.011	.000
	N	100	100
X.4	Pearson Correlation	.355**	.624**
	Sig. (2-tailed)	.000	.000
	N	100	100
X.5	Pearson Correlation	.075	.234*
	Sig. (2-tailed)	.466	.019
	N	100	100
X.6	Pearson Correlation	.397**	.671**
	Sig. (2-tailed)	.000	.000
	N	100	100
X.7	Pearson Correlation	.296**	.424**
	Sig. (2-tailed)	.003	.000
	N	100	100
X.8	Pearson Correlation	.206*	.435**
	Sig. (2-tailed)	.039	.000
	N	100	100
X.9	Pearson Correlation	.291**	.582**
	Sig. (2-tailed)	.003	.000
	N	100	100



X.10	Pearson Correlation	.252 <sup>†</sup>	.485 <sup>**</sup>
	Sig. (2-tailed)	.011	.000
	N	100	100
X.11	Pearson Correlation	.378 <sup>**</sup>	.736 <sup>**</sup>
	Sig. (2-tailed)	.000	.000
	N	100	100
X.12	Pearson Correlation	.541 <sup>**</sup>	.881 <sup>**</sup>
	Sig. (2-tailed)	.000	.000
	N	100	100
X.13	Pearson Correlation	.401 <sup>**</sup>	.646 <sup>**</sup>
	Sig. (2-tailed)	.000	.000
	N	100	100
X.14	Pearson Correlation	.380 <sup>**</sup>	.775 <sup>**</sup>
	Sig. (2-tailed)	.000	.000
	N	100	100
X.15	Pearson Correlation	.572 <sup>**</sup>	.728 <sup>**</sup>
	Sig. (2-tailed)	.000	.000
	N	100	100
X.16	Pearson Correlation	.548 <sup>**</sup>	.677 <sup>**</sup>
	Sig. (2-tailed)	.000	.000
	N	100	100
X.17	Pearson Correlation	1	.651 <sup>**</sup>
	Sig. (2-tailed)		.000
	N	100	100
Total	Pearson Correlation	.651 <sup>**</sup>	1
	Sig. (2-tailed)	.000	
	N	100	100

### C-Results of Validity Test Performance J&T

Y.1	Pearson Correlation	.102	.358 <sup>**</sup>
	Sig. (2-tailed)	.314	.000
	N	100	100
Y.2	Pearson Correlation	.007	.277 <sup>**</sup>
	Sig. (2-tailed)	.942	.005
	N	100	100
Y.3	Pearson Correlation	-.145	.399 <sup>**</sup>
	Sig. (2-tailed)	.149	.000
	N	100	100
Y.4	Pearson Correlation	-.079	.292 <sup>**</sup>
	Sig. (2-tailed)	.437	.003
	N	100	100
Y.5	Pearson Correlation	-.008	.384 <sup>**</sup>
	Sig. (2-tailed)	.937	.000
	N	100	100
Y.6	Pearson Correlation	.142	.643 <sup>**</sup>
	Sig. (2-tailed)	.157	.000
	N	100	100
Y.7	Pearson Correlation	.098	.612 <sup>**</sup>
	Sig. (2-tailed)	.332	.000
	N	100	100
Y.8	Pearson Correlation	.015	.381 <sup>**</sup>
	Sig. (2-tailed)	.882	.000
	N	100	100
Y.9	Pearson Correlation	.252 <sup>†</sup>	.576 <sup>**</sup>
	Sig. (2-tailed)	.011	.000
	N	100	100
Y.10	Pearson Correlation	.479 <sup>**</sup>	.616 <sup>**</sup>
	Sig. (2-tailed)	.000	.000
	N	100	100
Y.11	Pearson Correlation	-.018	.226 <sup>†</sup>
	Sig. (2-tailed)	.873	.024
	N	100	100
Y.12	Pearson Correlation	.276 <sup>**</sup>	.508 <sup>**</sup>
	Sig. (2-tailed)	.005	.000
	N	100	100

Y.13	Pearson Correlation	-.165	.071	.073	-.032
	Sig. (2-tailed)	.101	.484	.470	.754
	N	100	100	100	100
Y.14	Pearson Correlation	.099	.086	.077	.032
	Sig. (2-tailed)	.328	.395	.447	.750
	N	100	100	100	100
Y.15	Pearson Correlation	.191	-.023	.026	-.017
	Sig. (2-tailed)	.057	.819	.797	.869
	N	100	100	100	100
Y.16	Pearson Correlation	.028	.075	-.057	.000
	Sig. (2-tailed)	.784	.460	.573	.997
	N	100	100	100	100
Y.17	Pearson Correlation	.102	.007	-.145	-.079
	Sig. (2-tailed)	.314	.942	.149	.437
	N	100	100	100	100
Total	Pearson Correlation	.358**	.277**	.399**	.292**
	Sig. (2-tailed)	.000	.005	.000	.003
	N	100	100	100	100

### D-test of Importance reliability of Sicepat

#### Reliability Statistics

Cronbach's Alpha	N of Items
.842	17

### D-test of Performance reliability of Sicepat

#### Reliability Statistics

Cronbach's Alpha	N of Items
.830	17

### D-test of Importance reliability of J&T

#### Reliability Statistics

Cronbach's Alpha	N of Items
.876	17

### D-test of Performance reliability of J&T

#### Reliability Statistics

Cronbach's Alpha	N of Items
.670	17