



Analysis of Service Quality with Servqual Method and Importance Performance Analysis in PT. XYZ

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Article Info

Abstrak

Kata kunci:

Service Quality;

Importance Performance;

Analysis;

Koperasi;

Penelitian ini dilakukan di koperasi karyawan PT. XYZ dengan tujuan untuk mengidentifikasi kualitas layanan yang diberikan pihak koperasi perusahaan terhadap karyawan PT. XYZ dan memberikan usulan perbaikan kualitas layanan yang menjadi proliprioritas utama dilakukan perbaikan, Metode yang digunakan dalam penelitian ini adalah metode service quality dan Importance performance analysis dengan model pengamatan yang bersifat kuantitatif, penelitian ini dimulai pada Juli 2023 – Agustus 2023. Responden pada penelitian ini adalah seluruh karyawan PT.XYZ yang berjumlah 1136 orang. Metode pengambilan sampel diambil berdasarkan rumusan slovin kemudian didapatkan hasil sebanyak 95 orang, hasil penelitian yang telah dilakukan seluruh GAP pada lima dimensi servqual bernilai negative diantaranya tangible (-0,11) reliability (-0,35) responsiveness (-0,10) assurance (-0,11) dan empathy (-0,39) dengan demikian seluruh gap memiliki nilai negative artinya kepuasan karyawan terhadap koperasi PT. XYZ belum terpenuhi. Tindakan perbaikan yang harus di terapkan oleh manajemen koperasi karyawan PT. XYZ, berdasarkan hasil analisis Importance performance analysis pada diagram kartesius dapat dilihat pada kuadran A yang merupakan kuadran dengan prioritas utama yang perlu dilakukan perbaikan, terdapat 2 atribut pada kuadran A diantaranya pegawai tidak memandang status pelanggan dalam memberikan pelayanan (E2), pencatatan pesanan dan transaksi akurat (R2).

Abstract

Keywords:

Service Quality;

Importance Performance;

Analysis;

Cooperatives;

This research was conducted at the employee cooperative of PT. XYZ to identify the quality of service provided by the company cooperative to employees of PT. XYZ and provide suggestions for improving service quality which is the main priority for improvements. The method used in this research is the service quality method and Importance performance analysis with a quantitative observation model, this research begins in July 2023 - August 2023. The respondents in this research are all employees of PT. The sampling method was taken based on Slovin's formulation and then the results were obtained from 95 people. The

results of research that had been carried out throughout the GAP on five Servqual dimensions had negative values including tangible (-0.11), reliability (-0.35), responsiveness (-0.10), assurance (-0.11), and empathy (-0.39), so the entire gap has a negative value, namely employee satisfaction with the PT cooperative. XYZ has not been fulfilled. Corrective actions that must be implemented by the management of the PT employee cooperative. XYZ, based on the results of the Importance performance analysis on the Cartesian diagram, can be seen in quadrant A which is the quadrant with the main priority that needs improvement. There are 2 attributes in quadrant A including employees not looking at customer status in providing services (E2) and recording orders and transactions accurately (R2).

1. INTRODUCTION

Currently trading activities are increasing rapidly in various sectors, entrepreneurs are required to make strategies, one of which is improving service quality, now companies in the same region are not only competing to increase product sales but also prioritizing the development of customer loyalty and the development of satisfaction needed by consumers. To face competition with competitors, companies are required to provide satisfaction to customers such as providing services properly from other competitors (Sari et al., 2022).

According to Atmawati and Wahyuddin (2004), the increasing intensity of competition that occurs makes companies try their best to meet customer expectations, namely providing good service (Atmawati & Wahyuddin, 2004). Therefore, entrepreneurs in the service industry sector expect the quality presented to attract the attention of consumers to survive. An important factor that must be maintained so that the agency can continue to stand and survive is the quality of service. The quality of service can be improved by understanding the wishes of a customer and knowing its character (Dira Ernawati, 2016).

Employee cooperatives are business entities under the auspices of agencies where members and management are employees in the agency itself. One of the facilities in the employee cooperative is money loan services, employees of institutions that have officially become members of the cooperative can apply for a loan of some money with light installment interest. (Riswanto & Laluma, 2020). Employee cooperative of PT. XYZ is an employee cooperative that functions as a company canteen that provides the needs of employees during break hours, company employees who are already members of the cooperative can apply for a loan of some money, and get the remaining operating results (SHU) every year. Based on observations and interviews with several employees of PT. XYZ has several problems that affect the level of customer satisfaction, including the process of recording orders being less, the transaction process being less accurate, sometimes services looking at position status, and complicated loan applications. For the level of service to be known with customer satisfaction, service quality measurements are carried out.

Table 1. Data on employee complaints of PT. XYZ period July – August 2023

No	Complaints	Sum
1	Inaccurate transaction processing	53
2	Ministry looks at position status	26
3	Complicated loan application	32
4	Service is lacking	61
5	Orderly queues	11

In the table above, it can be seen that a total of 53 employees had complaints about inaccurate transaction processes, 26 employees felt that cooperative employees viewed the status of the position when providing services, then 32 employees felt that the loan application process was complicated, then a total of 61 employees had complaints of poor service and the last 11 employees felt that the queue was not orderly. This observation was made on the employee cooperative business unit of PT. XYZ aims to identify customer expectations for service quality and then identify service quality attributes that are the top priority for

improvement so that employee cooperative business units can compete with other business units outside the area of PT. XYZ. For this to be known, it is necessary to measure the level of satisfaction of customers who are employees of PT. XYZ.

To find out the quality of customer satisfaction service cooperative employees PT. XYZ, this observation was measured using the Servqual Method and IPA. The Service Quality Method (Servqual) is a method to determine service quality based on the results of the GAP gap, which is how customer perceptions and customer expectations of the services provided to customers. (Wijaya, 2011) while the IPA method is a tool to analyze and can be used for comparison between performance that can be felt by service users compared to the desired level of satisfaction, thus this study aims to identify the quality of service provided by employee cooperatives to employees of PT. XYZ. The number of employees as of August 1, 2023 is 1136 So the employee cooperative of PT. XYZ can be evaluated as a form of integrity and loyalty.

2. METHODS

The method used in this study is the service quality method and the importance of performance analysis with a quantitative observation model, this research was conducted at the employee cooperative of PT. XYZ is located in Gresik Regency. The time for this study is July 2023 – August 2023. The respondents in this study were all employees of PT. XYZ. The sampling method based on the Slovin formula can be done when the population number is known so that it can be with certainty the number of samples involved in it. It is known to the population that the data on the number of employees of PT. XYZ as of August 1, 2023, is 1136, so researchers used a population of 1136 people. To find out the number of samples needed, the Slovin formula is needed because the number of populations in this observation is already known to be 1136 people, the following is the Slovin formula used in determining the sample (Sugiyono, 2015).

$$= \frac{N}{1 + Ne^2}$$

= 91,9

Information:

n = Total sample

N = Total population

e = Fault-tolerated standards

The calculation of the Slovin formula above obtained the number of samples as much as 91.9, the number was rounded to 95 samples.

This study used questionnaires addressed to employees of PT. XYZ. A questionnaire has three parts that are contained in the first part, namely the characteristics of respondents. The second part is a form of questionnaire containing questions on the importance of attributes related to resonance. The third part is a questionnaire statement that contains the level of satisfaction of attributes related to respondents. The use of scale in this study is the Linkert scale with a description of the score, namely:

- a. 1 Point with very dissatisfied / strongly disagree answers.
- b. 2 Points with less satisfied / less agreeable answers.
- c. 3 Points with answers quite satisfied / quite agree.
- d. 4 Points with satisfied/affirmative answers.
- e. 5 Points with very satisfied / strongly agreed answers

Service Quality is a concise selection for scale but has a high level of truth, it can be used by company management to know consumer perceptions and consumer expectations of the services provided (Wijaya, 2011).

Importance Performance Analysis (IPA) is a method used in measuring the level of importance and performance, companies can find out how much the level of customer satisfaction and see some attributes that need corrective action or maintenance for services provided based on cartesian diagrams, so that it becomes satisfaction (Sumarna & Faisal, 2020) Next, the average of performance and expectations is broken down into four parts in a cartesian diagram. Its users have implications for management and marketing as a basis for decision-making (Fitra & Ceha, 2021).



Figure 1. Diagram IPA.

The data processing stage is carried out by identifying five dimensions of servqual variables, from five servqual dimesi including assurance, empathy, responsiveness, tangibles (physical evidence), and finally reliability (Wati & Riana, 2016).

Data processing and analysis in this study uses an integration system consisting of Sevqual and IPA methods. After the questionnaire is distributed and the results are obtained, the results of the questionnaire are processed with the service quality method to obtain the most influential attributes in service quality, then the data analysis method is used using SPSS and Microsoft Excel.

3. RESULT AND DISCUSSION

In the preparation of questionnaires, the stages that must be rigid are determining the question variables used in this research, this research variable is obtained from the results of literature studies related to research. The research variables used are dimensions of service quality, namely tangible, reliability, assurance, responsiveness, and empathy. Research variables can be seen in the table below.

Table 2 Service Codes, Dimensions And Indicators

Kode	Dimension	Indicator
T1	Tangibles (Bukti fisik)	The appearance of cooperative employees in neat uniforms
T2		Display of food and drinks served
T3		The cooperative is neatly organized and clean
T4		Cutlery and drinking utensils available
R1	Reliability (Kehandalan)	Fast order serving process
R2		Accurate recording of orders and transactions
R3		Employees can resolve customer complaints
R4		Availability of the product sought
S1	Responsiveness (daya tanggap)	Information services in cooperatives
S2		Employees respond quickly to complaints
S3		Loan application process
A1	Assurance (Asuransi)	Order warranty if the product is damaged
A2		The presented product is not stale or expired

Kode	Dimension	Indicator
A3		Employees are responsible for customers
A4		Refund customers if they fall around the cooperative
E1	Empathy (Empati)	Cooperative employees are willing to accept criticism
E2		Employees regardless of customer status

Validity Test

After the questionnaire data is collected and recapitulated, then conduct a validity test is conducted the validity test is a test used to measure whether a measuring instrument is valid or invalid. The purpose of the measuring instrument is all questions on the questionnaire. A questionnaire can be said to be valid if the questions from the questionnaire data reveal something measured by the questionnaire (Janna & Herianto, 2021). For validity testing criteria, if the R count is greater than the R table then h_0 is accepted then the test is declared valid, if the value of the r count is smaller than the r table then the test can be declared invalid. In determining the r-value of the table, in this study, a significance value of 5% was used with degrees of freedom $n - 2 = 93$, it can be seen with the table of the distribution of R values of the table with a level of significance of 5% obtained an r-value of 0.202 tables.

Reliability test

This test is needed to check faithfully the data that has been collected and whether the data does not have random errors that vary. In reliability tests, cornbach alpha is used as a measurement tool that is expressed variable if cornbach alpha is greater than 0.7. The results of reliability testing on the performance questionnaire with a value of 0.729 then on the expectation questionnaire with a value of 0.899. Because the results of performance testing and expectations are greater than 0.7, this questionnaire is declared reliable. If all question variables have been declared valid and reliable, the next step is to recapitulate the results of filling out the questionnaire and then process several data to find out the gap value.

Table 3 Questionnaire Filling Results

Attribute Code	Average		GAP	Q = A/B
	Performance (A)	Hope (B)	A-B	
T1	4.34	4.47	-0,14	0.97
T2	4.19	4.35	-0,16	0.96
T3	4.45	4.31	0,15	1.03
T4	4.09	4.36	-0,26	0.94
R1	3.85	4.39	-0,54	0.88
R2	3.83	4.46	-0,63	0.86
R3	4.44	4.57	-0,13	0.97
R4	4.29	4.39	-0,09	0.98
S1	4.56	4.47	0,08	1.02
S2	4.20	4.44	-0,24	0.95
S3	4.34	4.49	-0,16	0.97
A1	4.31	4.48	-0,18	0.96
A2	4.45	4.48	-0,03	0.99
A3	4.33	4.42	-0,09	0.98
A4	4.33	4.33	0,00	1.00
E1	4.51	4.51	0,00	1.00

E2	3.80	4.57	-0,77	0.83
Average	X = 4.25	Y = 4.44		

Table 4. The average value of each dimension and gap

Dimension	Average value		GAP
	Performance (A)	Hope (B)	
Tangibles	4.27	4.37	-0.11
Reliability	4.10	4.45	-0.35
Responsiveness	4.37	4.47	-0.10
Assurance	4.36	4.46	-0.11
Empathy	4.16	4.54	-0.39
Average	4.25	4.44	-0.21

The results of servqual calculations are described with the importance-performance analysis method to find out what attributes need to be improved service quality. The average value of the test results of each attribute and dimension is plotted in the Importance Performance Analysis matrix method where performance is performance then expectations as important. The value of the average performance or performance becomes a constant value for the X axis in the form of a straight line, while the average value of expectations or importance becomes a constant value for the Y axis in the form of a straight line, then the intersection of the average value between the x and y axes will be 4 spaces for the ABCD quadrant in the IPA matrix for each attribute can be seen in the xx figure where x is at the coordinate point 4.25 and y is at the point 4,44.

The results of mapping into the IPA matrix category for service attributes as shown below:

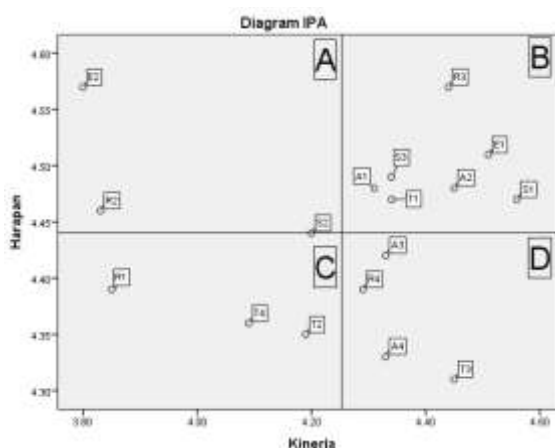


Figure 2. Cartesian diagram

Figure 2 is a cartesian diagram, the results of plotting servqual attributes into quadrants Importance performance matrix can be explained as follows:

a. Quadrant A (Top priority)

In quadrant A, there are 2 items including employees regardless of customer status in providing services (E2), accurate order recording, and transactions (R2).

b. Quadrant B (Keep achievements)

In quadrant B there are 7 items including employees able to resolve customer complaints (R3), cooperative employees willing to accept criticism and suggestions (E1), information services at the cooperative (S1), loan application process (S3), the products presented are not stale or expired (A2), the appearance of cooperative employees in neat uniforms (T1), order guarantees if the product is damaged (A1).

c. Quadrant C (Low priority)

In quadrant C there are 4 items including employees who respond quickly to complaints (S2), display of food and beverages served (T2), available eating and drinking utensils (T4), and fast order presentation process (R1).

d. Quadrant D (Excessive)

In quadrant D there are 4 attributes including employees responsible for customers (A3), returning customer money if it falls around the cooperative (A4), neatly clean cooperatives (T3), and availability of the product sought (R4).

From the results of plotting items in the matrix importance-performance analysis, it can be seen that the service quality attribute that is the top priority lies in quadrant A. Quadrant B has important attributes because consumers and business owners hope to be satisfactory, then business owners need to maintain their performance, while quadrant C has attributes that have a low level of performance but customers do not consider it too important, then the employee cooperative does not prioritize improvements in quadrant C (Irawati & Jonatan, 2020).

4. CONCLUSION

The conclusion of the results of research that has been carried out by all GAPs on five dimensions of servqual is negative, including tangible with a value of (-0.11), reliability with a value of (-0.35), responsiveness with a value of (-0.10), assurance with a value (-0.11) and empathy with a value of (-0.39), thus all gaps have a negative value of employee satisfaction with the cooperative PT. XYZ has not been fulfilled. Therefore, corrective actions are needed that must be implemented by the management of the employee cooperative of PT. XYZ, based on the results of the analysis Importance performance analysis on the cartesian diagram can be seen in quadrant A which is the quadrant with the top priority that needs improvement, there are 2 attributes in quadrant A including employees regardless of customer status in providing services (E2), accurate order and transaction recording (R2).

Suggestions submitted to the management of the employee cooperative of PT. XYZ should improve service quality provide guidance to cooperative employees and make orderly queuing policies in the cooperative area so that service quality is maintained.

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