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Company Quality Performance Using Customer Satisfaction Index Methods and Importance Performance Analysis at PT. XYZ.

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ABSTRACT

Service quality can be interpreted as an effort to fulfill the needs and desires of consumers and the accuracy of delivery in balancing consumer expectations. Service quality can be identified by comparing consumer perceptions of the services they receive with the services expected of the service attributes of a company. If the service received or perceived is as expected, then the service quality is perceived as good and satisfactory. Conversely, if the service received is lower than expected, then the service quality is perceived as bad. In this study, an analysis of customer satisfaction was carried out using the Customer Satisfaction Index (CSI) method at PT. XYZ to determine the level of consumer satisfaction. The results of this study are the customer satisfaction index of 73.228% which describes the customers of PT. XYZ is satisfied with the container depot service. However, improvements still need to be made so that the customer satisfaction index can approach 100% to achieve customer loyalty. To find out what attributes need to be improved an Importance Performance Analysis (IPA) analysis is carried out which produces several attributes that must be improved, namely attributes A1, A4, B4, C2, C4, D4 in quadrant A.

Keywords: Customer satisfaction index, importance-performance analysis, service quality

Introduction

Quality of service is one of the important factors that must be considered because it can affect the level of sales. Bad service quality will affect the decrease of the level of product sales. Therefore, companies need to formulate strategies by continuously improving their services so that consumers remain satisfied, which has an impact on increasing the number of orders. In this study, the authors will use the Index of Customer Satisfaction (CSI) method, which is useful for quantitatively analyzing customer perceptions of products or services in meeting customer expectations (Ridwan et al., 2021; Bandaru et al., 2015; Maligan et al., 2021; Shan et al., 2021; Nurmahdi et al. (2019), which is followed by the Importance Performance Analysis (IPA) method to determine the attribute level of importance and the level of implementation itself is useful for developing an effective marketing program to know the quality of service and what attributes are needed to be improved to increase customer satisfaction (Rašovská et al., 2021; Setiawati & Maulana, 2021; Chen et al., 2018, Boley et al., 2017).

Literature Review
Service concept and quality
The word "service" has many meanings, ranging from personal service to the service of a product. So far, many service marketing experts have tried to define the term service (Namin, 2017; Xiao & Kumar, 2021; Evans et al., 2021; Tuomi et al., 2021). According to De Oña et al. (2016), service quality depends on the ability of service providers to meet consumer expectations for a purchased product. Service quality must start from consumer needs and end with consumer perceptions (Lin et al., 2021; Hu et al., 2021; Iannario et al., 2021).

Consumer satisfaction
In a decision-making process, consumers do not just stop at the consumption process. Consumers will evaluate the consumption they have done. The result of the evaluation process of consumption that has been carried out is that consumers will feel satisfied or dissatisfied. If the performance is less than expectations, the customer will be disappointed, and if it is in line with expectations, the consumer will feel satisfied (Desianti et al., 2021; Zhang et al., 2021; Ali et al., 2021; Favero et al., 2021; Bozkurt & Gligor, 2021).

Service quality
According to Kotler (2016), service quality depends on the ability of service providers to meet consumer expectations. Service quality must start from consumer needs and end in consumer perceptions. Service is of high quality if the service received is relatively more satisfying than what consumers expect. According to Kotler (2011), service quality from the consumer's point of view can be seen through the tangibles factor, namely the ability of a company to show its existence to external parties, reliability, namely the company's ability to provide services accurately, responsiveness, namely the willingness to help and provide fast and appropriate services, assurance, namely the knowledge, courtesy and ability of company employees and empathy, namely giving sincere attention.

Research Method
Variable identification
The dependent variable contained in this study is the level of customer satisfaction at container depots. The dependent variable in this study is the dimensions of tangibles, reliability, responsiveness, assurance, and empathy.

Method of collecting data
Population retrieval technique is carried out based on secondary data from the company in the form of customer data of 20 customers consisting of several cooperation companies PT. XYZ, the questionnaire consists of three parts, namely in the first part about customer profiles, the second questionnaire is a customer importance questionnaire, and the third questionnaire is customer satisfaction.

Customer Satisfaction Index (CSI)
Customer Satisfaction Index is a quantitative analysis needed to determine overall user satisfaction about the importance of product attributes and services. The overall level of satisfaction can be seen from the following criteria.

Table 1. Criteria for Customer Satisfaction Index Value (CSI)

CSI Value (%)	CSI Criteria
0,00 – 0,34	Not Satisfied
0,35 – 0.50	Less Satisfied
0,51 – 0,65	Quite Satisfied
0,66 – 0.80	Satisfied
0,81 – 1,00	Very Satisfied

Importance Performance Analysis (IPA)

This analysis compares the consumer's assessment of the importance of service quality with the level of service quality performance. The important Performance Analysis steps carried out are identifying critical aspects to be evaluated, developing survey instruments, calculating the average value of importance and performance, and plotting the results into a two-dimensional matrix.

Results and Discussion
Validity & reliability test

From the data about the importance and satisfaction of consumers collected, the validity and reliability tests are carried out where the results can be seen in the following table 2 and 3.

Table 2. The results of the validity of importance and consumer satisfaction

Attribute	Consumer Importance		Consumer Satisfaction		Conclusion
	I_{count}	I_{table}	I_{count}	I_{table}	
A_1	0,758	0,553	0, 677	0,553	Valid
A_2	0,790	0,553	0,785	0,553	Valid
A_3	0,644	0,553	0,780	0,553	Valid
A_4	0,602	0,553	0,888	0,553	Valid
B_1	0,715	0,553	0,762	0,553	Valid
B_2	0,635	0,553	0,788	0,553	Valid
B_3	0,588	0,553	0,765	0,553	Valid
B_4	0,626	0,553	0,768	0,553	Valid
C_1	0,759	0,553	0,621	0,553	Valid
C_2	0,778	0,553	0,843	0,553	Valid
C_3	0,708	0,553	0,869	0,553	Valid
C_4	0,670	0,553	0,872	0,553	Valid
D_1	0,722	0,553	0,833	0,553	Valid
D_2	0,635	0,553	0,735	0,553	Valid
D_3	0,621	0,553	0,747	0,553	Valid
D_4	0,843	0,553	0,809	0,553	Valid
E_1	0,722	0,553	0,602	0,553	Valid
E_2	0,843	0,553	0,790	0,553	Valid
E_3	0,846	0,553	0,803	0,553	Valid
E_4	0,899	0,553	0,652	0,553	Valid

Table 3. The results of the reliability of importance and consumer satisfaction

Questionnaire	Cronbach's Alpha	I_{table}	Conclusion
Consumer Importance	0,959	0,553	Reliable
Consumer Satisfaction	0,967	0,553	Reliable

Attributes can be said to be valid if $r_{count} \geq r_{table}$ and can be said to be reliable if the value of Cronbach's Alpha r_{table}). Based on these provisions, all the attributes in this study can be valid and reliable.

Method of customer satisfaction index

Data processing with the CSI method to determine the level of consumer satisfaction of PT. XYZ on container depot services. From the data that has been collected, the calculation of WF (Weighted Factor), WS (Weighted Score), and WT (Weighted Total) using manual calculations and with the help of SPSS 15.0 software. Calculation of WF (Weighted Factor) can be done with the following formula.

$$\overline{X_i} = \frac{\sum_{i=1}^{k} xi}{n} \text{ and } \overline{Y_i} = \frac{\sum_{i=1}^{k} Yi}{n} \tag{1}$$

Description:
$\overline{X_i}$ = Average weight of satisfaction level i.
$\overline{Y_i}$ = The average weight of the importance of item i.
n = number of respondents.

The results of the recapitulation of the WF and WS calculations for each attribute in the study can be seen in the following table 4.

Table 4. Recapitulation of WF and WS calculation results for each attribute

Atribut	Weighted Factor		Weighted Score
	Consumer Importance (I)	Consumer Satisfaction (P)	I x P
A_1	4,5333	3,5333	16,0178
A_2	4,4667	3,7333	16,6756
A_3	4,4667	3,7333	16,6756
A_4	4,6000	3,4000	15,6400
B_1	4,5333	3,8000	17,2267
B_2	4,4000	3,6667	16,1333
B_3	4,6000	3,7333	17,1733
B_4	4,6667	3,6000	16,8000
C_1	4,4666	3,8667	17,2711
C_2	4,6000	3,5333	16,2533
C_3	4,8000	3,6667	17,6000
C_4	4,6000	3,4667	15,9467
D_1	4,2667	3,8000	16,2133
D_2	4,6000	3,8667	17,7867
D_3	4,3333	3,6667	15,8889

To be continued			
D$_4$	4,5333	3,4000	15,4133
E$_1$	4,2667	4,0667	17,3511
E$_2$	4,4667	3,4667	15,4844
E$_3$	4,4667	3,5333	15,7822
E$_4$	4,6000	3,7333	17,1733
Total (WT)	90,2667	73,2667	330,5067

PT. XYZ rung attribute that shows satisfactory service, one of which is attributed D2, which has an S value of 17.7867 which means that PT. XYZ is responsible for the delay in the stock of empty containers having reached the highest satisfaction and can be said to be satisfied. From the results of the WF, WS, and WT calculations, the CSI calculation is then carried out with the following formula:

$$CSI = \frac{T}{5Y} \ x \ 100\% \hspace{2cm} (2)$$

Description:
T   = Score (S)
5   = Likert scale
Y   = Total Importance (I)

The CSI value obtained is 73.228% or 0.73228. This value is in the range of 0.66 – 0.80 based on the CSI assessment criteria. It describes the consumers of PT. XYZ is satisfied with its services, but it is felt that it is still not optimal as a whole. To provide even more maximum satisfaction in the future, the services of PT. XYZ must be improved again to be able to give better satisfaction to its customers.

Importance performance analysis
After calculating the CSI, then mapping the IPA diagram consists of two components, namely the importance and satisfaction components. Then calculated the average level of importance and satisfaction for all services from the service attributes of the container depot at PT. XYZ. After calculating the average level of matter and level of pride for all service attributes, it will be presented in the IPA diagram.
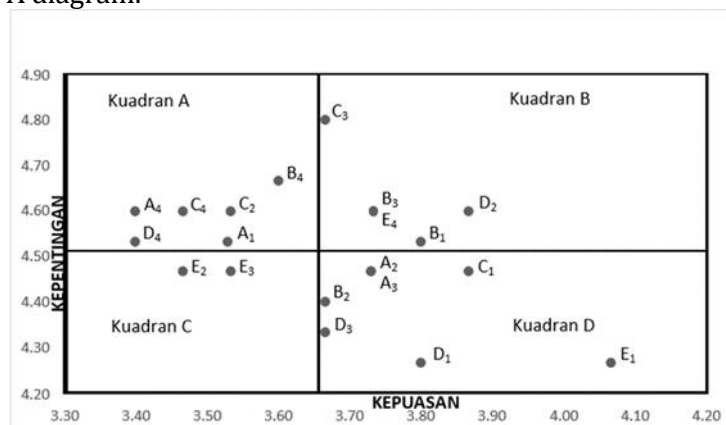

Figure 1. The importance performance analysis quadrant

From the results of data processing that has been carried out, the results show that the company's quality performance is classified as good as evidenced by the CSI value obtained by 73.228% or 0.73228, in the interval range 0.66 to 0.80, which means consumers are satisfied with the service or performance. From the calculation of IPA, there are six attributes (a total of 20 attributes) that must be improved if you want the company's performance to be perfect, namely attributes A1, A4, B4, C2, C4, and D4.

Conclusion

The conclusion of this research is PT. XYZ has succeeded in providing good service quality with a value of 73.222% consumer satisfaction level, in the range 0.66 – 0.80, which means that consumers are satisfied with service performance. To further increase customer satisfaction, the company must immediately improve the attributes in quadrant A because it presents a high level of importance but a low level of satisfaction, namely: attribute A1 (has a clean and tidy office), A4 (has heavy equipment facilities). complete), B4 (providing satisfactory service for container depots), C2 (having a fast response capability, C4 (speed of service), and attribute D4 (knowledge of employees in the loading and unloading process).

Suggestions that need to be considered by companies related to this research are companies need to measure the quality of customer service periodically and continuously so that they can always see changes in the level of perception and level of consumer expectations for the quality of existing services so that customer satisfaction is maintained from time to time to face the world of competition. container depot services that are growing and making improvements to existing attributes in quadrant A, because consumers are considered to have a relatively high level of importance but the level of satisfaction received by consumers is relatively low so that it can improve service quality.

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