

**PENGUKURAN TINGKAT KEPUASAN PELANGGAN  
DENGAN *SERVICE QUALITY* DAN *IMPORTANCE  
PERFORMANCE ANALYSIS* PADA PT. TARUNA BINA  
SARANA (LINC TERMINAL)**

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**ABSTRAK**

PT. Taruna Bina Sarana (Linc Terminal) menghadapi persaingan ketat di bidang penyewaan tangki petrokimia di Pelindo Ciwandan, Banten. Untuk menjaga daya saing, perusahaan perlu meningkatkan kualitas layanannya. Penelitian ini mengukur tingkat kepuasan pelanggan terhadap layanan PT. Taruna Bina Sarana menggunakan metode SERVQUAL, CSI, dan IPA. Data dikumpulkan melalui kuesioner kepada 8 pelanggan dalam periode April-Juni 2024. Hasil SERVQUAL menunjukkan nilai rata-rata Q sebesar 0,91 dan nilai rata-rata gap sebesar -0,47, yang berarti layanan masih belum memenuhi harapan pelanggan. Sementara itu, CSI menunjukkan nilai 73,27%, mengindikasikan kepuasan pelanggan secara keseluruhan. Analisis IPA mengidentifikasi atribut yang perlu segera diperbaiki di kuadran I, yaitu : sistem pelacakan status tangki *real-time* untuk memudahkan pemantauan kondisi dan pengiriman produk, serta ketersediaan berbagai jenis tangki dengan kapasitas dan spesifikasi beragam untuk memenuhi kebutuhan pelanggan. Berdasarkan temuan tersebut, PT. Taruna Bina Sarana perlu : memperbanyak saluran informasi tentang layanan dan status tangki, dan memperluas variasi jenis tangki yang ditawarkan. Upaya-upaya tersebut diharapkan dapat meningkatkan kualitas layanan, meningkatkan kepuasan pelanggan, dan memperkuat daya saing PT. Taruna Bina Sarana di pasar.

**Kata Kunci** : PT. Taruna Bina Sarana (Linc Terminal), *Service Quality*, *Customer Satisfaction Index*, *Importance Performance Analysis*, Kepuasan Pelanggan

**MEASURING CUSTOMER SATISFACTION WITH SERVICE  
QUALITY AND IMPORTANCE PERFORMANCE ANALYSIS  
AT PT. TARUNA BINA SARANA (LINC TERMINAL)**

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***ABSTRACT***

*PT. Taruna Bina Sarana (Linc Terminal) is facing intense competition in the petrochemical tank rental market at Pelindo Ciwandan, Banten. To maintain its competitive edge, the company needs to enhance the quality of its services. This study measures customer satisfaction with PT. Taruna Bina Sarana's services using the SERVQUAL, CSI, and IPA methods. Data was collected through questionnaires administered to 8 customers during the period of April-June 2024. SERVQUAL results indicate an average Q value of 0,91 and an average gap value of -0,37, suggesting that the service is still not meeting customer expectations. CSI results, on the other hand, show a value of 73.27%, indicating overall customer satisfaction. IPA analysis identifies the following attributes that require immediate improvement in quadrant I: A real-time tank status tracking system to facilitate easy monitoring of tank conditions and product deliveries, the availability of a variety of tank types with different capacities and specifications to meet diverse customer needs. Based on these findings, PT. Taruna Bina Sarana needs to: increase information channels about services and tank status, expand the variety of tank types offered. These efforts are expected to improve service quality, enhance customer satisfaction, and strengthen PT. Taruna Bina Sarana's competitiveness in the market.*

**Keywords** : PT. Taruna Bina Sarana (Linc Terminal), *Service Quality, Customer Satisfaction Index, Importance Performance Analysis, Customer Satisfaction*