

Analysis of Customer Satisfaction Levels of Vidio Using the e-servqual and Importance Performance Analysis Methods in DKI Jakarta

By Altaf Fattan Achwanda

ABSTRACT

This study aims to analyze customer satisfaction with Vidio using the e-Servqual and Importance Performance Analysis (IPA) methods in DKI Jakarta. Customer satisfaction is evaluated by measuring expectations and perceptions, identifying gaps, conformity levels, and importance levels. This quantitative research surveyed 100 respondents selected through purposive sampling. Primary data were collected via Google Forms and analyzed using SPSS, e-Servqual, and IPA methods. Results reveal two service quality dimensions that have not met customer satisfaction: Fulfillment with a gap value of -0.07 and Responsiveness with -0.16, indicating discrepancies between promised and received services. The Fulfillment dimension pertains to the accuracy of keeping promises, while Responsiveness reflects the speed of addressing customer needs. Based on the IPA method, the conformity level for Fulfillment is 98% and Responsiveness is 96%, highlighting that both dimensions fall below customer expectations. The attribute "Vidio quickly handles customer complaints" (R3) is located in quadrant I, making it a priority for improvement. Meanwhile, seven service attributes fall under quadrant II, suggesting they should be maintained due to their satisfactory performance. This study underscores the practical value of the e-Servqual and IPA methods in guiding Vidio toward enhancing service quality and operational efficiency, strengthening its market competitiveness.

Keywords: *E-Service Quality, Customer Satisfaction, Service Quality, Importance Performance Analysis, Video.*

Analisis Tingkat Kepuasan Pelanggan Vidio Menggunakan Metode *E-servqual* dan *Importance Performance Analysis* di DKI Jakarta

Oleh Altaf Fattan Achwanda

ABSTRAK

Penelitian ini bertujuan untuk melakukan analisis tingkat kepuasan pelanggan Vidio dengan menerapkan metode *e-servqual* dan *importance performance analysis* (IPA) di wilayah DKI Jakarta. Kepuasan pelanggan diukur dari harapan dan persepsi dengan mencari nilai kesenjangan (*gap*), tingkat kesesuaian, dan tingkat kepentingan. Penelitian ini menggunakan pendekatan kuantitatif dengan survei terhadap 100 responden melalui purposive sampling. Data primer dikumpulkan melalui kuesioner Google Form dan dianalisis dengan SPSS, *e-servqual*, dan IPA. Hasil menunjukkan dua dimensi kualitas layanan yang belum memenuhi kepuasan pelanggan: *Fulfillment* dengan nilai kesenjangan -0.07 dan *Responsiveness* -0.16, menunjukkan ketidaksesuaian antara layanan yang dijanjikan dan diterima. Dimensi *Fulfillment* terkait akurasi janji, sedangkan *Responsiveness* mencerminkan kecepatan respons. Melalui IPA, tingkat kesesuaian pada dimensi *Fulfillment* sebesar 98% dan *Responsiveness* sebesar 96%, yang berarti kualitas layanan masih di bawah standar kepentingan pelanggan. Atribut "Vidio cepat menangani keluhan pelanggan" (R3) berada di kuadran I, menjadi prioritas utama untuk perbaikan. Sementara itu, mayoritas atribut layanan (7 atribut) berada di kuadran II, menunjukkan bahwa layanan tersebut perlu dipertahankan. Penerapan metode dan IPA memberikan implikasi praktis bagi Vidio untuk meningkatkan kualitas layanan dan efisiensi operasional, sehingga perusahaan dapat lebih kompetitif di pasar.

Kata kunci: *E-Service Quality*, Kepuasan Pelanggan, Kualitas Layanan, *Importance Performance Analysis*, Vidio.