

ANALISIS TINGKAT KEPUASAN PELANGGAN J&T EXPRESS JABODETABEK DENGAN METODE *LOGISTICS SERVICE QUALITY*

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ABSTRAK

Pertumbuhan *e-commerce* yang pesat meningkatkan kebutuhan terhadap jasa logistik, sehingga kualitas pelayanan menjadi faktor penting dalam menciptakan kepuasan pelanggan. J&T Express sebagai salah satu perusahaan ekspedisi masih menghadapi berbagai keluhan terkait keterlambatan pengiriman, kerusakan paket, serta penanganan komplain. Penelitian ini bertujuan untuk mengukur tingkat kepuasan pelanggan, menganalisis kesenjangan antara persepsi dan ekspektasi pelanggan, menentukan atribut pelayanan yang menjadi prioritas perbaikan, serta menyusun rekomendasi strategi peningkatan kualitas pelayanan J&T Express di wilayah Jabodetabek. Penelitian menggunakan metode *Logistics Service Quality* dan *Importance Performance Analysis* dengan melibatkan 385 responden pengguna J&T Express. Hasil penelitian menunjukkan seluruh 26 atribut pelayanan memiliki nilai *gap* negatif, yang mengindikasikan kualitas pelayanan belum memenuhi harapan pelanggan. Nilai *gap* terkecil terdapat pada atribut TM1 sebesar -2,18, sedangkan *gap* terbesar terdapat pada atribut ODH1 sebesar -2,43. Hasil analisis IPA mengidentifikasi enam atribut yang menjadi prioritas utama perbaikan, yaitu OC2, QI1, QI4, ODH3, ODH4, dan QCP5. Rekomendasi perbaikan menggunakan pendekatan 5W+1H difokuskan pada peningkatan perlindungan kondisi fisik kemasan paket, penyediaan informasi estimasi waktu pengiriman yang lebih akurat dan transparan, optimalisasi akses informasi status pengiriman, peningkatan kepastian waktu penyelesaian keluhan, penyederhanaan proses klaim paket hilang atau rusak, serta peningkatan aksesibilitas layanan *customer service* guna meningkatkan kualitas pelayanan dan kepuasan pelanggan secara berkelanjutan.

Kata Kunci: Kepuasan Pelanggan, *Logistics Service Quality*, *Importance Performance Analysis*, J&T Express

ANALYSIS OF CUSTOMER SATISFACTION LEVELS AT J&T EXPRESS IN THE JABODETABEK AREA USING THE LOGISTICS SERVICE QUALITY METHOD

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ABSTRACT

The rapid growth of e-commerce has increased the demand for logistics services, making service quality a crucial factor in achieving customer satisfaction. As one of Indonesia's leading courier companies, J&T Express continues to receive customer complaints regarding delivery delays, damaged packages, and complaint handling. This study aims to measure customer satisfaction, analyze the gap between customer perceptions and expectations, identify service attributes requiring priority improvement, and propose strategies to enhance service quality at J&T Express in Jabodetabek area. The study employed the Logistics Service Quality and Importance Performance Analysis methods using data collected from 385 J&T Express customers. The results indicate that all 26 service attributes produced negative gap values, implying that the current service performance has not met customer expectations. The smallest gap was found in attribute TM1 (-2.18), while the largest gap occurred in ODH1 (-2.43). IPA identified six priority attributes requiring immediate improvement, namely OC2, QI1, QI4, ODH3, ODH4, and QCP5. The recommendations for improvement, based on the 5W+1H approach, focus on enhancing the physical protection of package packaging, providing more accurate and transparent estimated delivery times, optimizing access to shipment status information, increasing certainty regarding complaint resolution timelines, streamlining the claims process for lost or damaged packages, and improving access to customer service to continuously enhance service quality and customer satisfaction.

Keywords: *Customer Satisfaction, Logistics Service Quality, Importance Performance Analysis, J&T Express*