

Analisis Tingkat Kepuasan Pelanggan *Online Shop* dengan Pendekatan Fuzzy Servqual untuk Meningkatkan Kualitas Pelayanan

(Analysis of Online Shop Customer Satisfaction Level with Fuzzy Servqual Approach to Improve Service Quality)

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ABSTRAK

The lack of service quality is one of the obstacles to the level of customer satisfaction in a company or business. The purpose of this study was to determine the level of customer satisfaction in an online shop. Measurement of service quality is carried out using the Fuzzy Servqual method using the five dimensions contained in the servqual, namely tangibles (physical evidence), reliability (reliability), responsiveness (responsiveness), assurance (guarantee), and empathy (empathy). The results of this study indicate that the value of the gap or gap of the five dimensions has a positive value, which means that the quality of service obtained can be said to be in accordance with what is expected by the online shop customer, but there is the lowest gap value that must be improved. The lowest gap value is the assurance dimension (guarantee) which is 0.34 and the highest gap value is the tangibles dimension (physical evidence) which is 0.94. Thus it can be seen that the dimension of assurance (guarantee) is a concern to be able to improve service quality.

Keyword: *Fuzzy Servqual, service, Satisfaction*