



**IDENTIFICATION OF CUSTOMERS SATISFACTION
AT SAMBAL HALILINTAR CIKARANG WITH THE
SERVQUAL (SERVICE QUALITY) METHOD**

UNDERGRADUATE FINAL PROJECT

**Submitted as one of the requirements to obtain Sarjana Teknik
(S.T.)**

**By
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**FACULTY OF ENGINEERING
INDUSTRIAL ENGINEERING STUDY PROGRAM
CIKARANG
September, 2023**

PANEL OF EXAMINER APPROVAL

The Panel of Examiners declare that the undergraduate thesis entitled **“Identification of Customers Satisfaction at Sambal Halilintar Cikarang with the SERVQUAL (Service Quality) Method”** that was submitted by Trisdiyanti majoring in Industrial Engineering from the Faculty of Engineering was assessed and approved to have passed the Oral Examination on September 19th, 2023.

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Examiner 1

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RECOMMENDATION LETTER**

This final project entitled “**Identification of Customers Satisfaction at Sambal Halilintar Cikarang with the SERVQUAL (Service Quality) Method**” prepared and submitted by **Trisdiyanti** in partial fulfillment of the requirements for the degree of Bachelor Degree in the Faculty of Engineering has been reviewed and found to have satisfied the requirements for a thesis fit to be examined. I therefore recommend this final project for Oral Defense.

Cikarang, Indonesia, September 15th, 2023

A handwritten signature in blue ink, appearing to read 'Andira Taslim', is written over a light blue rectangular background.

Andira Taslim, S.T., M.T.

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SERVQUAL (SERVICE QUALITY) METHOD**

By
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Approved by



Andira Taslim, S.T., M.T.
Final Project Advisor



Andira Taslim, S.T., M.T.
Study Program Head of Industrial Engineering

SIMILARITY CHECKING RESULT

IDENTIFICATION OF CUSTOMERS SATISFACTION AND GAP 1
(CUSTOMER PERCEPTION VS MANAGEMENT PERCEPTION) AT
SAMBAL HALILINTAR CIKARANG WITH THE SERVQUAL
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ABSTRACT

This restaurant was taken to be research because it was seen from the web which had a rating of 4.4 from 420 reviews, the rating indicated that many customers gave a rating below 3 stars. Some customers complaint about the taste of bland food, unfriendly service, quality vegetables are not fresh and much more. The study involved collecting data through surveys given to a sample of customers and employee. The purpose of this study is to identify customer expectations and perceptions of Sambal Halilintar service, then to compare customer perceptions with employees. Using the SERVQUAL method to determine the assessment of satisfaction customers and their gaps. The results of the study in the gap between expectation and perception customers, it is only tangible that has a positive value of 0.012, then the highest gap is responsiveness with a value of -0.278. The Customer Satisfaction Index (CSI) obtained in this study is 89.52% which indicates very satisfied. Although CSI shows a very satisfied percentage, in comparison perception of customers and employee there are 5 minus attributes, namely R11, Rv2, A2, E2 and E4. In conclusion, the analysis using the SERVQUAL method has identified areas where improvements must be made.

Keywords: SERVQUAL, Customer Satisfaction, Validity Test, Reliability Test, Customer Satisfaction Index (CSI), Gap 1.

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Customers Satisfaction	Customer Satisfaction is the level of satisfaction or satisfaction felt by customers after they use a particular product or service. It reflects the extent to which the product or service meets or exceeds customer expectations, needs, and expectations.
GAP 1	The difference between customer perception of expectations of service and employee perception and customer perception. Used to measure and analyze the mismatch between customer expectations and the understanding employee has of those expectations.
SERVQUAL	SERVQUAL is a model used to measure and evaluate service quality by taking into account five key dimensions, namely Tangible, Reliability, Responsiveness, Assurance, and Empathy.
CSI (Customers Satisfaction Index)	CSI (Customer Satisfaction Index) is a metric or index used to measure the level of customer satisfaction with products, services, or experiences they have with a company or organization.