

## DAFTAR TABEL

Tabel 1.1 <i>Top Brand Award</i> Jasa Kurir Indonesia Tahun 2023.....	3
Tabel 1.2 Nilai Gap <i>Service Quality</i> .....	4
Tabel 2.1 Kriteria Nilai <i>Customer Satisfaction Index</i> .....	23
Tabel 2.2 Penelitian Terdahulu .....	30
Tabel 2.3 <i>Research Gap</i> .....	34
Tabel 3.1 Skala Likert.....	40
Tabel 3.2 Rencana Penelitian.....	43
Tabel 4.1 Atribut Kualitas Layanan.....	44
Tabel 4.2 Uji Validitas Kepentingan <i>Pilot Study</i> .....	46
Tabel 4.3 Uji Validitas Kepuasan <i>Pilot Study</i> .....	48
Tabel 4.4 Uji Reliabilitas Kepentingan dan Kepentingan <i>Pilot Study</i> .....	49
Tabel 4.5 Gap Demensi <i>Tangible</i> .....	52
Tabel 4.6 Gap Demensi <i>Reliability</i> .....	53
Tabel 4.7 Gap Demensi <i>Responsiveness</i> .....	54
Tabel 4.8 Gap Demensi <i>Assurance</i> .....	55
Tabel 4.9 Gap Demensi <i>Empathy</i> .....	55
Tabel 4.10 Ranking Gap atau Kesenjangan.....	57
Tabel 4.11 Rekapitulasi nilai MIS dan MSS.....	59
Tabel 4.12 Rekapitulasi nilai <i>Weight Factors (WF)</i> .....	60
Tabel 4.13 Rekapitulasi nilai <i>Weight Score (WS)</i> .....	61
Tabel 4.14 Kriteria <i>Customer Satisfaction Index</i> .....	62
Tabel 4.15 Rekapitulasi Nilai Tingkat Kesesuaian.....	63
Tabel 4.16 Pertahankan ( <i>Hold</i> ) dan Perbaiki ( <i>Action</i> ) .....	64
Tabel 4.17 Skor rata-rata dari tingkat kepuasan (x) dan kepentingan (y).....	65
Tabel 4.18 Kuadran 1 ( <i>Concentrate These</i> ).....	67
Tabel 4.19 Kuadran 2 ( <i>Keep Up The Good Work</i> ).....	67
Tabel 4.20 Kuadran 3 ( <i>Low Priority</i> ).....	68
Tabel 4.21 Kuadran 4 ( <i>Possible Overkill</i> ).....	68
Tabel 5.1 Rata-rata Gap tiap Demensi <i>Service Quality</i> .....	71
Tabel 5.2 Peringkat Gap <i>Service Quality</i> .....	72

Tabel 5.3 Kriteria Nilai Customer Satisfaction Index (CSI) ..... 73

