

ABSTRAK

PENGARUH PELAYANAN PENERBITAN BPKB TERHADAP KEPUASAN PELANGGAN DI PT. TUNAS DWIPA MATRA CABANG RADEN INTAN

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Penelitian ini bertujuan untuk mengidentifikasi dimensi *SERVQUAL* yang memiliki indeks kepuasan pelanggan paling tinggi serta mengukur tingkat Indeks Kepuasan Masyarakat (IKM) terhadap pelayanan penerbitan BPKB di PT. Tunas Dwipa Matra Cabang Raden Intan. Penelitian menggunakan pendekatan deskriptif kuantitatif dengan pengumpulan data melalui kuesioner terstruktur. Sampel dipilih menggunakan teknik purposive sampling dari populasi pelanggan layanan penerbitan BPKB selama satu tahun terakhir. Pengukuran kualitas pelayanan menggunakan dimensi *SERVQUAL* (*Tangibles, Reliability, Responsiveness, Assurance, dan Empathy*), sedangkan kepuasan pelanggan diukur berdasarkan indikator kesesuaian harapan, minat berkunjung kembali, dan kesediaan merekomendasikan. Analisis data dilakukan melalui gap analysis dan perhitungan *Customer Satisfaction Index (CSI)*. Hasil penelitian menunjukkan bahwa pelayanan penerbitan BPKB berpengaruh positif dan signifikan terhadap kepuasan pelanggan. Dimensi *Assurance* (Jaminan) terbukti memiliki indeks kepuasan tertinggi dengan kesenjangan paling kecil antara persepsi dan harapan pelanggan, sementara dimensi *Responsiveness* (Daya Tanggap) menjadi prioritas perbaikan utama. Secara keseluruhan, pelanggan berada pada kategori Puas terhadap layanan penerbitan BPKB, namun masih terdapat ruang peningkatan terutama pada dimensi *Responsiveness* dan *Reliability*.

Kata Kunci: Pelayanan, *SERVQUAL*, Kepuasan Pelanggan, *CSI*.

ABSTRACT

THE EFFECT OF BPKB ISSUANCE SERVICES ON CUSTOMER SATISFACTION AT PT. TUNAS DWIPA MATRA CABANG RADEN INTAN

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This study aims to identify the SERVQUAL dimension with the highest customer satisfaction index and to measure the overall Customer Satisfaction Index (CSI) of BPKB issuance services at PT. Tunas Dwipa Matra Raden Intan Branch. A quantitative descriptive approach was employed with data collected through a structured questionnaire. Respondents were selected using purposive sampling from the population of customers who used BPKB issuance services over the past year. Service quality was assessed using five SERVQUAL dimensions — Tangibles, Reliability, Responsiveness, Assurance, and Empathy — while customer satisfaction was measured through three indicators: expectation conformity, repurchase intention, and willingness to recommend. Data were analyzed using gap analysis and Customer Satisfaction Index (CSI) calculation. The findings indicate that BPKB issuance service quality has a positive and significant effect on customer satisfaction. The Assurance dimension recorded the highest satisfaction index with the smallest gap between customer perception and expectation, while the Responsiveness dimension was identified as the top priority for service improvement. Overall, customers fall within the Satisfied category regarding BPKB issuance services, though there remains room for improvement particularly in the Responsiveness and Reliability dimensions.

Keywords: Service Quality, SERVQUAL, Customer Satisfaction, CSI.