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Enhancing Customer Experience: Analyzing Rocket Indonesia Application Satisfaction Using SERVQUAL and IPA

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Abstract

This study aims to analyze the level of customer satisfaction for the Roket Indonesia application. Using the Service Quality (SERVQUAL) and Importance Performance Analysis (IPA) methods, this study measures service quality and identifies priority areas for improvement. Data was collected from 133 application users, with a sample of 100 people, and analyzed using SPSS. The results show that all 12 items tested meet the criteria for validity and reliability. The GAP analysis shows that four out of 12 attributes perform beyond expectations, while the other eight attributes need to be improved. However, the overall customer satisfaction level reached 77.78%, indicating that in general, customers are satisfied with the service provided. Based on the analysis, several areas that need to be improved are consistency in delivery, ability to resolve delivery issues, and guarantee of replacement goods if goods are damaged or lost during delivery. Improvement proposals include conducting regular audits, enhancing delivery staff training, forming a special team for resolving delivery issues, implementing an efficient and responsive complaint management system, and providing a clear and transparent goods replacement policy. This research provides valuable insights for PT. TIKI Jalur Nugraha Ekakurir Tomang in their efforts to continuously meet and exceed customer expectations. Furthermore, the results of this study can be used as a basis for improving services and business strategies in the future.

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INTRODUCTION

Shipping applications in Indonesia have grown rapidly along with the development of technology and the industrial revolution 4.0. This application makes it easy for users to order trucks and send goods according to their needs. Some popular online shipping applications in Indonesia include Kargo Technologies, 21 Express, Deliveree, J&T Express, and Pos Indonesia. One of the largest shipping companies in Indonesia is PT. Tiki Jalur Nugraha Ekakurir or commonly known as JNE. (Ruddy, 2023) JNE has a network and distribution area coverage that covers more than 83,000 cities, including districts, villages, and outer islands, with more than 8,000 sales outlets and employing more

than 50,000 employees throughout Indonesia. JNE has made various innovations to improve their services. In 2021, JNE released Roket Indonesia, an application-based instant courier service that guarantees an estimated delivery within 1 hour. This service is already available in 54 cities or JNE branches. In addition, JNE has also launched the MY JNE application, which is an Android-based multi-purpose application that helps customers check shipping rates, track package positions, the location of the nearest counter, as well as a place for buying and selling transactions between individual sellers and buyers. Previous studies have shown that logistics digitalization can support e-logistics performance in the digital era. Other studies also show that the quality of logistics services can affect customer satisfaction and customer loyalty. In the context of JNE, the online tracking system and the timeliness of delivery of goods can affect customer satisfaction. This shows that shipping applications such as JNE and Roket Indonesia play an important role in increasing customer satisfaction and customer loyalty (Ratih Purbasari, 2023).

In October 2021, PT. TIKI Jalur Nugraha Ekakurir (JNE) launched an instant shipping service called Roket Indonesia. This service can be easily accessed through the Roket Indonesia application which can be downloaded from the Google Play Store, making it easier for users to access and utilize this instant shipping service. Roket Indonesia application user data is very important because it can provide insight into how this application is received and used by the public. This data can include various aspects, such as the number of app downloads, frequency of use, and user feedback.

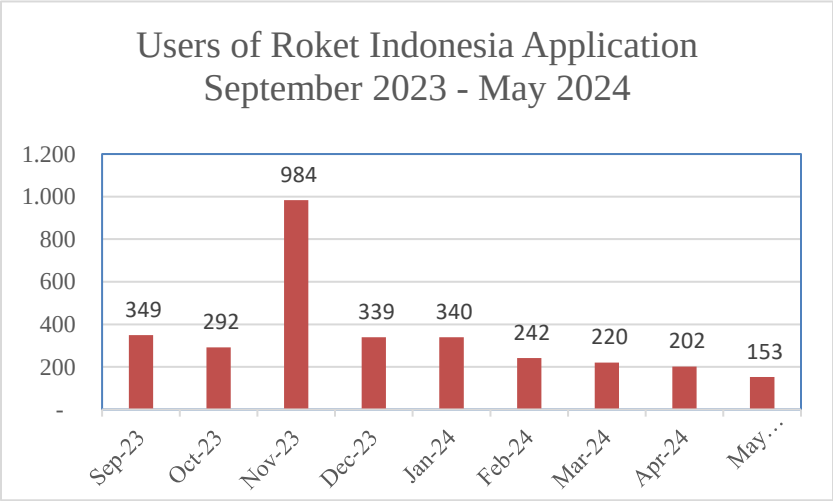

Figure 1. Indonesian Rocket Application User Data

Source: (JNE Express Jakarta, Tomang, 2024)

Based on the graph data shows the number of users of the Roket Indonesia application from September 2023 to May 2024. From the data, the month with the most users was November 2023, with around 984 users. This shows that the Roket Indonesia application experienced a significant increase in usage in that month.

Roket Indonesia offers a variety of features and services designed to meet customer delivery needs. One of its main features is practical and instant, which guarantees that deliveries can reach their destination in less than 1 hour. This provides a great advantage for customers who need fast delivery services. In addition, Roket Indonesia also offers insurance and Live Tracking features to ensure delivery security. This feature provides a sense of security and trust to customers, because they can track their shipments in real-time and feel at ease knowing that their shipments are insured. Roket Indonesia's Multidrop service makes it easy to ship to multiple locations in one order. This is very useful for customers who need to send packages to multiple locations at once. Roket Indonesia has been present in 54 cities throughout Indonesia (JNE Express, 2022) showing the availability and wide reach of their services. This helps ensure that more customers can take advantage of this instant delivery service (Ramdhani, 2022). Roket Indonesia has recorded a significant increase in the number of shipments in the last few months. Here is the total shipment data:

Figure 2. Indonesian Rocket Delivery Data

Source: (JNE Express Jakarta, Tomang, 2024)

Based on the graph data shows the number of Indonesian Rocket shipments from September 2023 to May 2024. From the explanation, the month with the highest number of shipments was December 2023, with around 419 shipments. This shows that Indonesian Rocket experienced a significant increase in shipments in that month.

Based on the shipping data that has been presented, Roket Indonesia faces challenges related to customer complaints regarding late delivery. In the logistics business, punctuality is a key factor in customer satisfaction (Goddyn, 2023). The following is Roket Indonesia Customer Complaints Data September 2023 - July 2024.

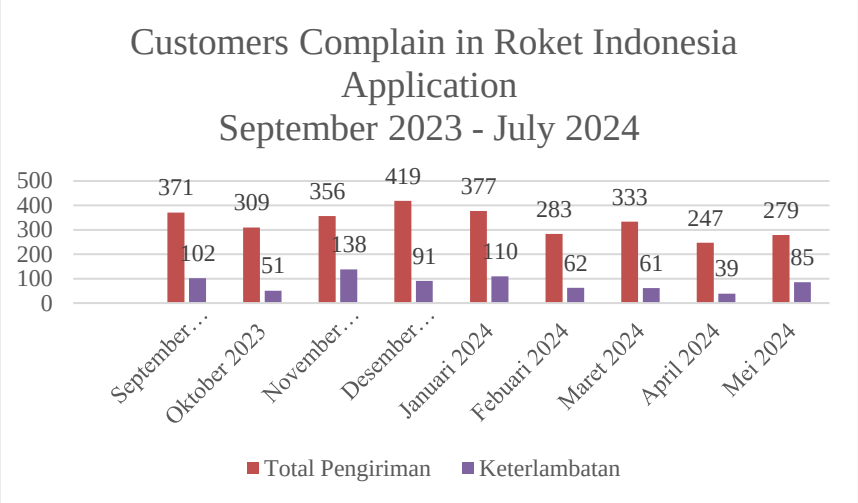

Figure 3. Indonesian Rocket Customer Complaints Data

Source: (JNE Express Jakarta, Tomang, 2024)

Based on the graphic data in Figure 3, it shows the number of complaints from Rocket Indonesia customers from September 2023 to July 2024. From this data, the month with the largest number of complaints was November 2023, with around 138 complaints.

The main objective of this study is to understand the level of customer satisfaction with the Roket Indonesia application. By looking at the number of users, deliveries, and complaints, this study aims to identify which areas are performing well and which may need improvement. In addition, this study also aims to understand how various aspects of Roket Indonesia's services affect customer satisfaction. (Berinyuy, 2010) This study will use the Service Quality and Importance Performance Analysis methods. The Service Quality method will be used to measure service quality from the customer's perspective, while Importance Performance Analysis is used to map service attributes based on the level of importance and performance perceived by customers. In this study, IPA can help identify service attributes of the Roket Indonesia application that need to be improved. The data used in this study will come from various sources, including application user data, delivery data, and customer complaint data.

Based on the graphic data that has been presented, this problem is what interests researchers to conduct research on customer satisfaction in using the Roket Indonesia application with the title Analysis of Customer Satisfaction in Using the Roket Indonesia Application Using the Service Quality and Importance Performance Analysis Methods: Case Study of PT. TIKI Jalur Nugraha Ekakurir Tomang. By approaching customer satisfaction with the Service Quality and Importance Performance Analysis methods used, it can help Roket Indonesia better understand the needs and expectations of their customers. Thus, Roket Indonesia can make the necessary improvements to increase satisfaction.

METHODS

This study employs a quantitative approach, which involves collecting and analyzing numerical data to measure predetermined variables. In this context, the quantitative approach is used to assess customer satisfaction with the use of the Rocket Indonesia application.

Primary data is collected directly from the source using methods such as surveys, questionnaires, interviews, and observations. In this study, primary data serves as the main data source for evaluating customer perceptions of the Rocket Indonesia application. The survey method is employed as the primary data collection technique. The purpose of this method is to measure the level of customer satisfaction or dissatisfaction with the provided service. Surveys offer valuable insights into customer experiences and feedback for service improvements.

A sampling technique is used to select respondents from the population in a representative manner. The population for this study comprises all users of the Rocket Indonesia application, totaling 133 individuals. A sample is drawn from the population to generalize the research findings. Based on calculations using the Slovin formula (Hidayat, 2018), the sample size with a 5% margin of error is 99.81, which is rounded up to 100 samples for convenience in data analysis (using Slovin;s formula calculation).

After calculation, the sample size is determined to be 99.81, rounded up to **100 samples** for ease of analysis. Through a quantitative approach, the collection of primary data via surveys, and the application of a sampling technique using Slovin's formula, this study is designed to deliver accurate and generalizable findings regarding customer satisfaction with the Rocket Indonesia application. With a representative sample size, this research aims to provide strategic insights to enhance the quality of the application’s services.

The following are the stages of the research carried out:

1. Problem Identification

   The process begins with field observation to understand the problems faced. Furthermore, literature studies are carried out to obtain relevant theoretical bases.
2. Problem Formulation and Research Objectives

   Based on the results of the initial identification, the problem is formulated, and the research objectives are set to provide a clear direction.
3. Initial Attribute Identification

   At this stage, relevant service attributes are identified as the basis for the preparation of the questionnaire.
4. Preparation and Distribution of Questionnaire (Phase I)

   The initial questionnaire was prepared to obtain preliminary data related to performance attributes and expectations.
5. Attribute Recapitulation

The results of the first stage of the questionnaire are used to summarize relevant attributes and become the basis for making an advanced questionnaire.

6. Preparation of Performance and Expectations Questionnaire (Phase II)
   The second questionnaire is designed to measure the level of performance and customer expectations.
7. Questionnaire Distribution
   The questionnaire was distributed to target respondents.
8. Validity and Reliability Test
   The data collected from the questionnaire is tested for validity and reliability to ensure the accuracy and consistency of the measurements. If the attribute is invalid, it is discarded.
9. GAP, CSI, and IPA calculations
   Data that has passed the test is used to calculate GAP (difference between performance and expectations), Customer Satisfaction Index (CSI), and Importance-Performance Analysis (IPA).
10. Analysis and Interpretation of Results
    The results of the calculations are analyzed and interpreted to gain insights related to customer satisfaction levels.
11. Conclusion and Advice
    Based on the analysis, conclusions are drawn and recommendations are given for service improvement.

Servqual

(Shang, 2020) SERVQUAL is a multidimensional research instrument designed to capture consumers' expectations and perceptions of a service along five dimensions. These dimensions are considered to represent service quality. SERVQUAL is built on the expectation–disconfirmation paradigm, which in simple terms means that service quality is understood as the extent to which consumers' pre-consumption expectations of quality are confirmed or disconfirmed by their perceptions of the service experience. SERVQUAL was first published in 1985 by a team of academic researchers in the United States, A. Parasuraman, Valarie Zeithaml and Leonard L. Berry, to measure quality in the service sector. This measuring instrument has been widely applied in various contexts and cultural settings and has been found to be relatively robust. The SERVQUAL questionnaire consists of matched pairs of items – 22 expectation items and 22 perception items – organized into five dimensions that are believed to align with consumers' mental maps of service quality dimensions. Both the expectation and perception components of the questionnaire consist of a total of 22 items, which include 4 items to capture tangibles, 5 items to capture reliability, 4 items for responsiveness, 4 items for assurance and 5 items to capture empathy.

SERVQUAL scores are calculated by subtracting the perception score (P) from the expectation score (E) using the following formula:

Skor SERVQUAL (Q) = Skor Persepsi (P)−Skor Ekspektasi (E)

Perception (P) refers to consumer confidence in the service received, while expectation (E) describes consumer hopes or desires for what the service provider should offer. (Xiaohang, 2023)

Cartesian Diagram

Importance Performance Analysis (IPA) method uses a Cartesian diagram to visualize the performance and importance of variables in data analysis. The Cartesian diagram is divided into four quadrants bounded by two lines that intersect perpendicularly at the point (X, Y).

X is the average score of the level of implementation or customer satisfaction of all factors or attributes. Y is the average of the average score of the level of importance or expectation of all factors that affect customer satisfaction. The four quadrants represent categories of variables based on performance and importancw (Alfiatussyuaidah, 2022)

1. Quadrant I (Top-Right): Variables with high importance and performance scores. This is the "Keep Up the Good Work" area, meaning the company should maintain this good performance.
2. Quadrant II (Top-Left): Variables with high importance but low performance. This is the "Concentrate Here" area, meaning the company should focus on improving this area.
3. Quadrant III (Bottom-Left): Variables with low importance and performance scores. This is the "Low Priority" area, meaning the company does not need to focus too much on this area.
4. Quadrant IV (Bottom-Right): Variables with low importance but high performance. This is the "Possible Overkill" area, meaning the company may have invested too much resources in this area. (BROUGHTON, 2015)

By using the IPA Cartesian diagram, the company can determine the priority of services that must be improved and maintained.

Customer Satisfaction Index (CSI)

Customer Satisfaction Index CSI is a method that measures consumer satisfaction based on attributes relevant to the object being studied. In this study, CSI is used to determine the overall level of satisfaction by considering the level of importance of the attributes being measured.

In CSI calculations there are five measurement steps, including:

1. Mean Importance Satisfaction (MIS)

This value comes from the average expectation or importance of each attribute, which can be calculated using the formula

$$MIS = \frac{jumlah\ nilai\ kepentingan}{n}$$

Sumber: (Saul Mcleod, 2023)

2. Mean Satisfaction Score (MSS)

This value comes from the average value of perception or performance of each attribute, which can be calculated in the following way:

$$MSS = \frac{jumlah\ nilai\ kinerja}{n}$$

Sumber: (Azwarini, 2023)

3. Weight Factors (WF)

This value is derived from the MIS value divided by the total of all MIS attributes, calculated in the following manner:

$$\text{WF} = \frac{MIS_i}{\sum n} \times 100$$

Sumber: (Azwarini, 2023)

4. Weight Score (WS)

This value is known from the multiplication of the WF of each attribute with the MSS of each attribute.

$$\text{WS} = \text{WF} \times \text{MSS}$$

Sumber: (Azwarini, 2023)

5. Weight Total (WT)

This value is known from the total of all WS attributes, calculated in the following way.

$$WT = \sum WS$$

Sumber: (Azwarini, 2023)

6. Customer Satisfaction Index (CSI)

$$\text{CSI} = \frac{WT}{Nilai\ Max\ Skala\ Likers}$$

Sumber: (Azwarini, 2023)

RESULTS AND DISCUSSION

Importance Performance Analysis

Importance Performance Analysis (IPA) is an analytical technique that produces a two-dimensional importance-performance grid, where importance and performance across attributes are plotted against each other. This technique is used to help service companies and others prioritize areas for service improvement when resources are limited. The purpose of this analysis is to investigate the factors that have the greatest impact on overall outcomes or performance. (Feng, 2014)

To plot each attribute in a Cartesian diagram, the data needed are the average importance and average performance values from all respondents. These values can be obtained from the previous SERVQUAL calculation, as shown in the following table.

Table 1. Overall Cartesian Diagram

No.	Attribute code	Average Performance	Attribute code	Average Interest
1	XA1	3.88	YA1	3.95
2	XA2	3.83	YA2	3.97
3	XA3	3.85	YA3	3.80
4	XB1	3.92	YB1	3.83
5	XB2	3.76	YB2	4.14
6	XB3	3.81	YB3	4.00
7	XC1	4.08	YC1	4.06
8	XC2	3.86	YC2	4.05
9	XD1	3.92	YD1	4.17
10	XD2	3.87	YD2	4.02
11	XE1	3.99	YE1	3.94
12	XE2	3.90	YE2	4.17
Mean		3.89	Mean	4.01

Based on table 1, the average value for the importance and performance of each attribute is known. These values are used as input data to visualize the quadrant position of each service attribute. In this study, SPSS software is used as a tool to create a Cartesian diagram, and the results are shown in the following figure.

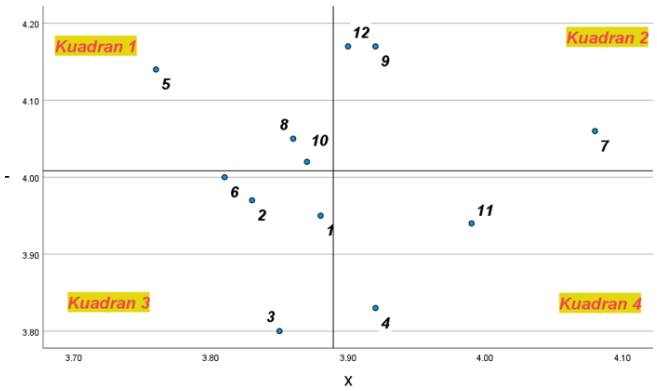

Figure 4. Overall Cartesian Diagram

Quadrant I

Attributes 5, 8, and 10 are in quadrant I, this shows that these attributes have high Performance and Importance values, but have negative GAP values. This means that customer expectations are higher than perceived performance. Attribute 5, namely "Consistency in Delivery" has an average performance of 3.76, an average importance of 4.14 with a GAP value of -0.38 rank 12 means that even though Roket Indonesia has done a good job in terms of delivery consistency, customer expectations are still higher. This shows that there is room for improvement in this regard. Attribute 8, namely "Ability to Solve Delivery Problems" has an average performance of 3.86, an average importance of 4.05 with a GAP value of -0.19 rank 8, meaning that even though Roket Indonesia has shown good ability in solving

delivery problems, customer expectations are still higher. This shows that there is room for improvement in this regard. Attribute 10, namely "Guarantee of Replacement Goods (handling situations where goods are damaged or lost during delivery)" has an average performance of 3.87, an average importance of 4.02 with a GAP value of -0.15 rank 7, meaning that although Roket Indonesia has shown good ability in handling situations where goods are damaged or lost during delivery, customer expectations are still higher. This shows that there is room for improvement in this regard. So, the attributes in Quadrant 1 are areas that Roket Indonesia needs to pay attention to because they have a high Importance value but a lower Performance value than expected. Therefore, improvements in this area can have a significant impact on customer satisfaction.

Quadrant II

Attributes 12, 9, and 7 are in quadrant II, this indicates that these attributes have a high Importance value and a higher Performance value than expected. This means that Roket Indonesia has exceeded customer expectations in these attributes. In attribute 12, namely "Response to Customer Complaints" has an average performance of 3.99, an average importance of 4.17 with a GAP value of -0.27 rank 11 means that Roket Indonesia has done a good job in responding to customer complaints, even exceeding customer expectations. Therefore, this attribute is in Quadrant 2. In attribute 9, namely "Guarantee of Goods Security (gets to guarantee the security of goods during the shipping process)" has an average performance of 3.92, an average importance of 4.17 with a GAP value of -0.25 rank 10, Roket Indonesia has done a good job in ensuring the security of goods during the shipping process, even exceeding customer expectations. Therefore, this attribute is in Quadrant 2. In attribute 7, namely "Speed of Response to Questions or Complaints" has an average performance of 4.08, an average importance of 4.06 with a GAP value of 0.02 rank 4, meaning that Roket Indonesia has done a good job in responding to questions or complaints quickly, even exceeding customer expectations. Therefore, this attribute is in Quadrant 2. So, the attributes in Quadrant 2 are areas where Roket Indonesia has exceeded customer expectations. However, it is important to maintain good performance in these attributes to ensure customer satisfaction.

Quadrant III

Attributes 6, 2, 1 and 7 are in quadrant III, this shows that they have low Performance and Importance values. This means that these attributes are less important to customers. In attribute 6, namely "Handling Shipping Problems" has an average performance of 3.81, an average importance of 4.00 with a GAP value of -0.19 rank 8 means that Roket Indonesia has a low Performance and Importance value in handling shipping problems, which shows that this attribute is less important to customers. Therefore, this attribute is in Quadrant 3. In attribute 2, namely "Condition of Goods When Received (goods received in good condition, without damage or defects)" has an average performance of 3.83, an average importance of 3.97 with a GAP value of -0.14 rank 6 means that Roket Indonesia

has a low Performance and Importance value in the condition of the goods when received, which shows that this attribute is less important to customers. Therefore, this attribute is in Quadrant 3. In attribute 1, namely "Quality of Goods Packaging" has an average performance of 3.88, average importance of 3.95 with a GAP value of -0.07 rank 5, meaning that Roket Indonesia has a low Performance and Importance value in the quality of goods packaging, which indicates that this attribute is less important to customers. Therefore, this attribute is in Quadrant 3. In attribute 3, namely "Speed of Goods Delivery" has an average performance of 3.85, average importance of 3.8 with a GAP value of 0.05 rank 2, meaning that Roket Indonesia has a low Performance and Importance value in the speed of goods delivery, which indicates that this attribute is less important to customers. Therefore, this attribute is in Quadrant 3. So, the attributes in Quadrant 3 are areas that are less important to customers. However, it is important to maintain good performance in these attributes to ensure customer satisfaction.

Quadrant IV

Attributes 4 and 11 are in quadrant IV, this shows that these attributes have a higher Performance value than the Importance value. This means that Roket Indonesia has exceeded customer expectations in these attributes. In attribute 4, namely "On Time Delivery (The extent to which the company can deliver goods on time according to the predetermined schedule)" has an average performance of 3.92, an average importance of 3.83 with a GAP value of 0.09 rank 1 means that Roket Indonesia has done a good job in delivering goods on time, even exceeding customer expectations. Therefore, this attribute is in Quadrant 4. In attribute 11, namely "Understanding Customer Needs" has an average performance of 3.99, an average importance of 3.94 with a GAP value of 0.05 rank 2, Roket Indonesia has shown a good understanding of customer needs, even exceeding customer expectations. Therefore, these attributes are in Quadrant 4. So, the attributes in Quadrant 4 are areas where Roket Indonesia has exceeded customer expectations. However, it is important to maintain good performance in these attributes to ensure customer satisfaction.

***Custumer Satisfaction Index* (CSI)**

Table 2. MIS and MSS

	MIS		**MSS**
YA1	3.95	XA1	3.88
YA2	3.97	XA2	3.83
YA3	3.80	XA3	3.85
YB1	3.83	XB1	3.92
YB2	4.14	XB2	3.76
YB3	4.00	XB3	3.81
YC1	4.06	XC1	4.08
YC2	4.05	XC2	3.86
YD1	4.17	XD1	3.92
YD2	4.02	XD2	3.87
YE1	3.94	XE1	3.99

	MIS		MSS
YE2	4.17	XE2	3.90
Total	48.1	Total	46.67

To find out the CSI value, it can be calculated using the following method:

1. Mean Importance Satisfaction (MIS)

This value comes from the average importance of each attribute, which can be calculated using the formula:

$$MIS = \frac{Jumlah\ nilai\ kepentingan}{n}$$
$$MIS = \frac{395}{100}$$
$$MIS = 3.95$$

2. Mean Satisfaction Score (MSS)

This value comes from the average performance value of each attribute, which can be calculated in the following way:

$$MSS = \frac{Jumlah\ nilai\ kinerja}{n}$$
$$MSS = \frac{388}{100}$$
$$MSS = 3.88$$

3. Weight Factors (WF)

Table 3. WF and WS

Questions/ Statements	WF	WS
1	8.2	31.9
2	8.3	31.6
3	7.9	30.4
4	8.0	31.2
5	8.6	32.4
6	8.3	31.7
7	8.4	34.4
8	8.4	32.5
9	8.7	34
10	8.4	32.2
11	8.2	32.7
12	8.7	33.8
	WT	388.91
CSI	77.78	

This value is derived from the MIS value divided by the total of all MIS attributes, calculated in the following manner:

$$\text{WF} = \frac{MIS_i}{\sum n} \times 100$$

$$WF = \frac{3.95}{48.1} \times 100$$

$$WF = 8.2$$

4. Weight Score (WS)

This value is known from the multiplication of the WF of each attribute with the MSS of each attribute.

$$WS = WF \times MSS$$

$$WS = 8.2 \times 3.88$$

$$WS = 31.9$$

5. Weight Total (WT)

This value is known from the total sum of all the Weight Score (WS) attribute values.

$WT = \sum WS$

$WT = 31.9 + 31.6 + 30.4 + 31.2 + \cdots . + 33.8$

$WT = 388.91$

Table 4. Customer Satisfaction Index (CSI)

No	Attribute	Performance Score (Total)	Performance Score (MIS)	Importance Score (Total)	Importance Score (MSS)	WF	WS	WT	CSI
1	Packaging Quality of Goods	388	3.88	395	3.95	8.21	31.86	388.91	77.78
2	Condition of Goods When Received	383	3.83	397	3.97	8.25	31.61	388.91	77.78
3	Speed of Delivery	385	3.85	380	3.8	7.9	30.42	388.91	77.78
4	Timeliness of Delivery	392	3.92	383	3.83	7.96	31.21	388.91	77.78
5	Consistency in Delivery	376	3.76	414	4.14	8.61	32.36	388.91	77.78
6	Handling Delivery Issues	381	3.81	400	4	8.32	31.68	388.91	77.78
7	Response Speed to Questions or Complaints	408	4.08	406	4.06	8.44	34.44	388.91	77.78
8	Ability to Resolve Delivery Issues	386	3.86	405	4.05	8.42	32.5	388.91	77.78
9	Guarantee of Goods Security	392	3.92	417	4.17	8.67	33.98	388.91	77.78
10	Guarantee of Goods Replacement	387	3.87	402	4.02	8.36	32.34	388.91	77.78
11	Understanding Customer Needs	399	3.99	394	3.94	8.19	32.68	388.91	77.78
12	Response to Customer Complaints	390	3.9	417	4.17	8.67	33.81	388.91	77.78

Table 5. Customer Satisfaction Index Value

Index Value (%)	Characteristics of Customer Satisfaction Index (CSI)
0% - 20%	Very Dissatisfied
21% - 40%	Not satisfied
41% - 60%	Quite Satisfied
61% - 80%	Satisfied
81% - 100%	Very satisfied

$$\text{CSI} = \frac{WT}{Nilai\ Max\ Skala\ Likers}$$

$$\text{CSI} = \frac{388.91}{5}$$

$$\text{CSI} = 77.78\%$$

Based on the Customer Satisfaction Index (CSI) value, the use of the Roket Indonesia application in Jakarta is known to be in the range of 60% - 80%, namely 77.78%, which means that overall customers feel "satisfied" with the services provided by Roket Indonesia.

This CSI analysis is important because it is a key performance indicator used to understand customer needs and expectations. CSI helps identify areas that need improvement in products, services, and interactions. In the context of previous research (Seftylia, 2022), CSI has been shown to be an effective tool for measuring customer satisfaction. Companies with high CSI scores usually perform well. Therefore, a CSI value of 77.78% indicates that users of the Roket Indonesia application are generally satisfied with the products or services offered.

With a Customer Satisfaction Index (CSI) value of 77.78%, this indicates that users of the Roket Indonesia application are generally satisfied with the products or services offered. However, there are several managerial recommendations that can be considered to improve this CSI:

1. Analyze Customer Feedback: Conducting an in-depth analysis of the feedback provided by customers can help understand the areas that need improvement.
2. Conduct Product Innovation: Companies must continuously innovate and update their products or services to meet the changing needs and expectations of customers. This can include adding new features, improving product quality, or enhancing application performance.
3. Conduct Customer Satisfaction Surveys: Customer satisfaction surveys can be conducted periodically to understand the needs and expectations of customers. The results of these surveys can be used to make improvements and adjustments to the product or service.

CONCLUSION

Conclusion

Based on the GAP analysis of the 12 attributes, there are 4 attributes that have positive values,

namely 3, 4, 7, and 11. This shows that these 4 attributes have good performance and exceed expectations. This can be an indicator of strength in the service or product offered. Furthermore, the remaining 8 attributes, namely 1, 2, 4, 5, 6, 8, 10, 12 indicate areas where standards are not met and need to be improved. However, based on CSI calculation results, the level of consumer satisfaction reached 77.78%. This value is in the range of 61% - 80%, which shows that in general, consumers are "satisfied" with the services currently provided.

Based on the analysis of quadrant I and the largest GAP, several attributes that need to be improved in service quality are:

a. Consistency in Delivery
b. Ability to Resolve Delivery Issues
c. Goods Replacement Guarantee (handles situations where goods are damaged or lost during shipping).

Based on the results of points 1 and 2, several suggestions for improvements that can be taken include:

a. Conduct regular audits to ensure delivery processes are running according to established standards and improve training of delivery staff to ensure they understand and implement delivery procedures correctly.
b. To Form a special team that focuses on resolving delivery problems, implementing an efficient and responsive complaint management system, and conducting regular root cause analysis to prevent similar problems in the future.
c. Provide a clear and transparent item replacement policy, offer shipping insurance options to provide additional protection to customers, and ensure the replacement claim process is easy and fast, to minimize inconvenience for customers if items are damaged or lost during shipping.

Suggestion

T Based on GAP analysis and customer satisfaction research using the Roket Indonesia application, the following are the best suggestions that have been identified using the SERVQUAL and IPA (Importance Performance Analysis) methods:

To optimize the delivery process, Roket Indonesia can carry out periodic audits to ensure that the delivery process is running according to established standards. For example, if Roket Indonesia promises delivery within 3 working days, an audit can be carried out to ensure that this is consistently achieved. Additionally, training of delivery staff can be improved to ensure they understand and properly implement delivery procedures. Based on GAP analysis and customer satisfaction research using the Roket Indonesia application, the following are the best suggestions that have been identified using the SERVQUAL and IPA (Importance Performance Analysis) methods: To Optimize the Delivery Process, Roket Indonesia can conduct regular audits to ensure that the delivery process is running

according to standards set. For example, if Roket Indonesia promises delivery within 3 working days, an audit can be carried out to ensure that this is consistently achieved. Additionally, training of delivery staff can be improved to ensure they understand and properly implement delivery procedures.

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