

ABSTRAK

Sejak terjadinya pandemi di Indonesia, negara ini mengalami penurunan dari segi ekonomi. Setelah berakhirnya masa itu ekonomi mulai membaik terutama di UMKM. Salah satu alternatif untuk mengurangi angka pengangguran terutama di kabupaten Karawang adalah UMKM. Laundry “Dokter Cuci Karawang” UMKM yang bergerak dibidang jasa cuci baju yang sedang mengalami penurunan pengunjung dari Januari 2023 sampai Juni 2023. Metode yang digunakan adalah *Service Quality (Servequal)* dan *Customer Satisfaction Index (CSI)*. Hasil pengolahan data menggunakan metode *Servequal* untuk mengukur kepuasan pelanggan diperoleh nilai kepuasan pelayanan (Q) yaitu sebesar 0,960, hal ini menunjukkan bahwa pelanggan tidak merasa puas terhadap pelayan dikarenakan nilai q1. Berdasarkan hasil dari metode *Customer Satisfaction Index* didapatkan 78% dapat diartikan bahwa kepuasan pelanggan dokter cuci karawang merasa puas.kualitas layanan dengan 5 demensi (*tangible, reliability, responsiveness, assurance, dan empathy*) yang masing-masing memiliki 4 atribut dengan total 20. hasil dari diagram kartesius yang dihitung menggunakan aplikasi SPSS menunjukkan ada 4 atribut yang perlu perbaikan karena dinilai penting oleh pelanggan namun tidak mendapatkan pelayanan yang baik,dan 4 atribut perlu dipertahankan karena sudah memenuhi pelayanan yang dibutuhkan pelanggan.

Kata kunci : *Customer Satifaction Index, Laundry, Service Quality*



KARAWANG

ABSTRACT

Since the outbreak of the pandemic in Indonesia, the country has experienced an economic downturn. After this period ended, the economy began to improve, especially in the MSME sector. The alternative to reduce unemployment numbers, particularly in the Karawang district, is MSMEs. The laundry "Dokter Cuci Karawang" is an MSME engaged in laundry services that has been experiencing a decline in visitors from January 2023 to June 2023. The methods were Service Quality (SERVQUAL) and Customer Satisfaction Index (CSI). The results of the data analysis using the SERVQUAL method to measure customer satisfaction obtained a service satisfaction value (Q) of 0.960, indicating that customers are not satisfied with the service due to the value of q1. Based on the results from the Customer Satisfaction Index method, it was found that 78% can be interpreted as customers of Dokter Cuci Karawang feeling satisfied with the service quality across 5 dimensions (tangible, reliability, responsiveness, assurance, and empathy). Each has 4 attributes, with a total of 20. The results from the Cartesian diagram calculated using the SPSS application indicate that there are 4 attributes that need improvement because they are considered important by customers but are not receiving good service, and 4 attributes need to be maintained because they have already met customer service needs.

Keywords : Customer Satisfaction Index, Laundry, Service Quality

