

ABSTRAK

Persaingan bisnis itu semakin ketat menuntut perusahaan untuk mempertahankan & meningkatkan kepuasan pelanggan. Penulisan ini dilakukan untuk menganalisis pengaruh kualitas pelayanan terhadap kepuasan pelanggan pada segmen Jaringan Gas Rumah Tangga (Jargas) PT Perusahaan Gas Negara (PGN) Tbk di Kabupaten Karawang, dengan pendekatan metode Smart PLS & Customer Satisfaction Index (CSI). Rumusan masalah mencakup pengaruh dimensi kualitas pelayanan (Reliability, Responsiveness, Assurance, Empathy, Tangibles) terhadap kepuasan pelanggan, pengukuran tingkat kepuasan dengan metode CSI, serta usulan perbaikan pelayanan. Metode penulisan menggunakan pendekatan kuantitatif dengan teknik analisis PLS-SEM & perhitungan CSI. Hasil Smart PLS menunjukkan seluruh dimensi berpengaruh signifikan, dengan Keandalan (Reliability) sebagai faktor paling dominan (koefisien 0,863; $t=9,242$; $p=0,000$). Hasil CSI menunjukkan rata-rata Weighted Score sebesar 3,24 dari skala 4, itu mengindikasikan tingkat kepuasan baik. Atribut tertinggi berada pada kejelasan dokumen (WS 0,33), sedangkan atribut kebersihan petugas perlu ditingkatkan (WS 0,25). Penulisan ini menyampaikan rekomendasi strategis, seperti layanan pengaduan berbasis aplikasi, pelatihan rutin, & pemasangan smart meter. Temuan ini diharapkan menjadi acuan pada peningkatan kualitas pelayanan PGN untuk meningkatkan kepuasan pelanggan secara berkelanjutan.

Kata Kunci : Kualitas Pelayanan, Kepuasan Pelanggan, Smart PLS, Customer Satisfaction Index (CSI), Jargas, PT PGN Tbk, Keandalan

KARAWANG

ABSTRACT

The increasingly competitive business landscape compels companies to maintain and improve customer satisfaction. This study aims to analyze the effect of service quality on customer satisfaction in the Household Gas Network (Jargas) segment of PT Perusahaan Gas Negara (PGN) Tbk in Karawang Regency, using Smart PLS and Customer Satisfaction Index (CSI) methods. The research questions address the impact of service quality dimensions (Reliability, Responsiveness, Assurance, Empathy, Tangibles) on customer satisfaction, measurement of satisfaction levels using CSI, and proposed service improvements. A quantitative approach was used with PLS-SEM analysis and CSI calculation. The Smart PLS results show that all service quality dimensions significantly affect customer satisfaction, with Reliability as the most dominant factor (coefficient = 0.863; $t = 9.242$; $p = 0.000$). The CSI result indicates an average Weighted Score of 3.24 out of 4.00, signifying a good level of satisfaction. The highest-rated attribute was clarity of documents (WS = 0.33), while cleanliness of personnel received the lowest score (WS = 0.25), indicating areas for improvement. The study proposes strategic recommendations such as app-based complaint services, regular staff training, and the installation of smart meters. These findings are expected to serve as a reference for PGN in enhancing service quality and customer satisfaction sustainably.

Keywords: Service Quality, Customer Satisfaction, Smart PLS, Customer Satisfaction Index (CSI), Jargas, PT PGN Tbk, Reliability