

## ABSTRAK

PT Rahman Lumantar Barokah merupakan perusahaan yang bergerak di industri bahan baku makanan yang memproduksi minyak goreng kelapa, santan, dan blondo. Layanan konsumen pada perusahaan terbagi menjadi 2 yaitu layanan secara langsung dan layanan melalui *website*. Berdasarkan data survei layanan konsumen periode maret-april 2023 terdapat 23% dari 30 orang responden tidak puas dengan layanan perusahaan. Bentuk keluhan yang di terima PT Rahman Lumantar Barokah yaitu adanya keterlambatan penyampaian produk ke tangan konsumen dan produk yang diterima konsumen tidak sesuai dengan kuantitas yang di pesan. Adanya keluhan mengenai fasilitas area parkir yang masih terbatas karena digabung dengan tempat penjemuran kulit kelapa. Selain itu pada layanan melalui *website* perusahaan terdapat banyak pertanyaan berulang seputar informasi produk pada *website* perusahaan, pada *website* perusahaan terdapat *feature* “*button* pesan” yang tidak berfungsi sama seperti *feature* “*button* pesan” lainnya pada *website* perusahaan dan saat digunakan *website* pernah menampilkan *error* 404 *not found*. Permasalahan pada layanan baik secara langsung dan melalui *website* tersebut dapat berdampak pada konsumen perusahaan dalam memperoleh kepuasan konsumen terhadap layanan yang diberikan.

Penelitian ini dilakukan untuk membantu perusahaan dalam mengukur tingkat kualitas layanan konsumen agar dapat menjadi dasar untuk perbaikan kualitas berikutnya. Pada penelitian ini melakukan pengukuran kualitas layanan dengan menggunakan *fuzzy usability testing* dan *fuzzy Customer satisfaction Index* (CSI). Metode *fuzzy usability testing* digunakan untuk mengukur kualitas layanan melalui *website*. Sedangkan metode *fuzzy Customer satisfaction Index* (CSI) digunakan untuk pengukuran kualitas layanan secara langsung. Indikator kualitas yang digunakan dipertimbangkan dipilih berdasarkan kondisi dan permasalahan yang terjadi di perusahaan. Indikator kualitas yang digunakan sebagai dasar untuk mengukur kualitas layanan perusahaan yaitu *learnability*, *memorability*, *efficiency*, *errors*, *satisfaction*, *tangibles*, *reability*, *responsiveness*, *assurance*, *emphaty*.

Berdasarkan hasil penelitian yang dilakukan, hasil pengukuran tingkat kualitas konsumen dengan *fuzzy usability testing* dan *fuzzy Customer satisfaction Index* (CSI) menghasilkan nilai yang presisi dan konsisten. Hasil pengukuran tingkat kualitas layanan *fuzzy usability testing* sebesar 0,773 dan *fuzzy Customer satisfaction Index* (CSI) sebesar 0,765. Usulan perbaikan kualitas layanan melalui *website* berupa melakukan pemeliharaan *website* dengan memperbaiki *coding-an website* dan memperbaiki *feature* yang tidak berfungsi, guna meminimalisir adanya *bug* atau *error* pada *website*. Usulan perbaikan kualitas layanan secara langsung berupa memperbaiki sistem pembagian *jobdesk*, fasilitas fisik perusahaan, membuat SOP (*Standar Operational Prosedur*), membuat angket kepuasan konsumen sebanyak 1 bulan sekali, dan memperbaiki sistem pengiriman dan pencatatan pemesanan produk.

**Kata Kunci:** Kualitas, CSI, Usability, Fuzzy, Kesenjangan

## **ABSTRACT**

*PT Rahman Lumantar Barokah is a company engaged in the food raw material industry that produces coconut cooking oil, coconut milk and blondo. Customer service at the company is divided into 2, namely direct service and service through the website. Based on consumer service survey data for the period March-April 2023, 23% of 30 respondents were dissatisfied with the company's services. The form of complaints received by PT Rahman Lumantar Barokah is that there is a delay in delivering products to consumers and the products received by consumers do not match the quantity ordered. There are complaints about parking area facilities which are still limited because they are combined with a place for drying coconut shells. In addition to the service through the company website there are many repeated questions about product information on the company website, on the company website there is a "message button" feature that does not function the same as the feature Another "message button" on the company's website and when used the website displays a 404 not found error. Problems with services both directly and through the website can have an impact on company consumers in obtaining customer satisfaction with the services provided.*

*This research was conducted to assist companies in measuring the quality of customer service so that it can be the basis for subsequent quality improvements. The fuzzy usability testing method is used to measure service quality through the website. While the fuzzy Customer satisfaction Index (CSI) method is used for direct measurement of service quality. The quality indicators used are considered to be selected based on the conditions and problems that occur in the company. The quality indicators used as a basis for measuring the quality of company services are learnability, memorability, efficiency, errors, satisfaction, tangibles, reliability, responsiveness, assurance, empathy.*

*Based on the results of research conducted, the results of measuring consumer quality with fuzzy usability testing and the fuzzy Customer satisfaction Index (CSI) produce precise and consistent values. The results of measuring the quality of service fuzzy usability testing is 0.773 and the fuzzy Customer satisfaction Index (CSI) is 0.765. Proposed improvements to the quality of service through the website in the form of carrying out website maintenance by improving website coding and fixing features that don't work, in order to minimize bugs or errors on the website. Proposals for direct service quality improvement in the form of improving the jobdesk distribution system, the company's physical facilities, creating SOP (Standard Operational Procedures), creating a 1-month customer satisfaction questionnaire, and improving the shipping system and recording product orders.*

**Keywords:** *Quality,CSI,Usability,Fuzzy,Gap*