

**ANALISIS KINERJA PELAYANAN DI STASIUN CIAMIS
MENGUNAKAN METODE *SERVICE QUALITY* DAN *CUSTOMER
SATISFACTION INDEX (CSI)***

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ABSTRAK

Kualitas pelayanan merupakan faktor krusial dalam industri jasa transportasi kereta api untuk menjaga kepuasan penumpang. Penelitian ini bertujuan untuk mengevaluasi kinerja pelayanan Stasiun Ciamis dengan mengukur nilai kesenjangan (*gap*) antara persepsi dan harapan penumpang menggunakan metode *Service Quality* (SERVQUAL), serta menentukan indeks kepuasan menyeluruh melalui *Customer Satisfaction Index* (CSI). Penelitian kuantitatif ini menggunakan teknik *purposive sampling* dengan instrumen kuesioner untuk mengumpulkan data primer. Analisis data difokuskan pada lima dimensi kualitas: *tangibles*, *reliability*, *responsiveness*, *assurance*, dan *empathy*. Hasil penelitian menunjukkan rata-rata nilai kualitas pelayanan (Q) sebesar 0,887 ($Q < 1$), yang mengindikasikan bahwa pelayanan yang diterima belum sepenuhnya memenuhi harapan pelanggan. Dimensi *responsiveness* memperoleh nilai tertinggi (0,910), sementara dimensi *tangibles* menjadi yang terendah (0,868). Secara akumulatif, nilai CSI menunjukkan angka 82,07% yang masuk dalam kategori "Baik" (*Good*). Meski demikian, perbaikan infrastruktur seperti kanopi peron, aksesibilitas loket khusus, dan standar keamanan fisik menjadi prioritas utama guna meningkatkan kualitas pelayanan publik di Stasiun Ciamis secara berkelanjutan.

Kata Kunci : *Customer Satisfaction Index* (CSI), Kualitas Pelayanan, *Service Quality* (SERVQUAL), Stasiun Ciamis.

ANALYSIS OF SERVICE PERFORMANCE AT CIAMIS STATION USING THE SERVICE QUALITY METHOD AND THE CUSTOMER SATISFACTION INDEX (CSI)

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ABSTRACT

Service quality is a crucial factor in the railway transportation industry for maintaining passenger satisfaction. This study aims to evaluate the service performance of Ciamis Station by measuring the gap between passengers' perceptions and expectations using the Service Quality (SERVQUAL) method, as well as determining the overall satisfaction index through the Customer Satisfaction Index (CSI). This quantitative study employs purposive sampling with a questionnaire as the primary data collection tool. Data analysis focuses on five dimensions of service quality: tangibles, reliability, responsiveness, assurance, and empathy. The results indicate an average service quality score (Q) of 0.887 ($Q < 1$), suggesting that the service provided has not fully met customer expectations. The responsiveness dimension received the highest score (0.910), while the tangibles dimension received the lowest (0.868). Cumulatively, the CSI score was 82.07%, which falls into the "Good" category. Nevertheless, infrastructure improvements such as platform canopies, accessibility to dedicated ticket counters, and physical safety standards remain top priorities to sustainably enhance public service quality at Ciamis Station.

Keywords : Ciamis Station, Customer Satisfaction Index, Service Quality, SERVQUAL