

Mariet Cetrin Noviani Aso Balita, 2019. **Analisis Tingkat Kepuasan Pelayanan Kantor Samsat Surabaya Timur Dengan Menggunakan Metode *Customer Satisfaction Index* dan *Gap***. Skripsi ini dibimbing oleh Dr. Ardi kurniawan, M.Si, dan Drs. Suliyanto, M.Si, Prodi S1-Statistika, Departemen Matematika, Fakultas Sains dan Teknologi, Universitas Airlangga, Surabaya

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### ABSTRAK

Sistem Administrasi Manunggal Satu Atap (Samsat) Surabaya Timur adalah suatu sistem administrasi yang dibentuk untuk memperlancar dan mempercepat pelayanan kepentingan masyarakat Surabaya Timur yang kegiatannya diselenggarakan dalam satu gedung. Peneliti mengukur kepuasan pengguna layanan di Kantor Bersama Samsat Surabaya Timur dengan empat dimensi kualitas produk/jasa yaitu realibilitas, performance, ability, assurance, tangibles menggunakan metode *Customer Satisfaction Index* dan dari hasil analisis dengan CSI diperoleh tingkat kepuasan sebesar 77,4% yang berarti pengguna layanan di Kantor Bersama Samsat Surabaya Timur sangat puas terhadap pelayanan yang diberikan. Sedangkan berdasarkan analisis Gap untuk menganalisa kesenjangan kenyataan dan harapan pengguna layanan Kantor Bersama Samsat Surabaya Timur, aspek yang perlu diperbaiki dan dipertahankan karena belum sesuai dengan harapan pengguna layanan yaitu waktu pengurusan dokumen yang kurang cepat dan tidak tersedianya smoking area.

**Kata Kunci** :Kantor Bersama Samsat Surabaya Timur, *Customer Satisfaction Index* (CSI), Analisis Gap.

Mariet Cetrin Noviani Aso Balita, 2019. **Analysis of Service Satisfaction Level of East Surabaya Samsat Office Using the Customer Satisfaction Index and Gap Method.** This final project is guided by Dr. Ardi kurniawan, M.Si, and Drs. Suliyanto, M.Si, S-1 Study Program of Statistics, Department of Mathematics, Faculty of Science and Technology, Airlangga University, Surabaya

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### **ABSTRACT**

Sistem Administrasi Manunggal Satu Atap (Samsat) is an administrative system that was formed to facilitate and accelerate the services of the interests of the East Surabaya community whose activities are held in one building. The researcher measured service user satisfaction in the Samsat East Surabaya Joint Office with four dimensions of product / service quality, namely reliability, performance, ability, assurance, tangibles using the Customer Satisfaction Index method and from the analysis results with CSI obtained a satisfaction rate of 77.4% which means users services at the Samsat Joint Office in East Surabaya were very satisfied with the services provided. While based on Gap analysis to analyze the gap in the reality and expectations of users of the East Surabaya Samsat Joint Office service, aspects needed to be improved and maintained because it is not appropriate with the expectations of service users, namely the time of processing time is fast documents and the smoking area is not available.

**Keywords:** Samsat Joint Office in East Surabaya, Customer Satisfaction Index, Gap Analysis