Identifikasi Kualitas Layanan Digitalisasi di SPBU Menggunakan Servqual Terintegrasi BWM = Identification of Digitalized Service Quality at Gas Station Using Servqual Integrated BWM

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Abstrak

Saat ini persaingan di industri retail minyak dan gas khususnya SPBU sangat kompetitif dan semuanya bersaing untuk meningkatkan kualitas pelayanan. Namun, sampai saat ini juga belum ada pengukuran kualitas terhadap digitalisasi yang telah hadir di SPBU. Tujuan dari tesis ini adalah untuk mengetahui dan mengidentifikasi kualitas layanan terhadap digitalisasi di SPBU menggunakan pendekatan Servqual terintegrasi Best Worst Method (BWM). Selain itu, penelitian ini juga ingin menunjukkan perbandingan metode antara Servqual yang familiar digunakan untuk mengukur kualitas layanan dengan metode Multi-Criteria Decision Making (MCDM) baru yaitu BWM. Data kriteria dimensi Servqual dan BWM dikumpulkan dari beberapa sumber seperti pakar ekspertis, Tools, dan literatur jurnal. Pengumpulan data dilakukan dengan menyebarkan 2 (dua) kuesioner yang pertama sesuai aturan Servqual dan yang kedua sesuai aturan BWM dengan target masing-masing 50 responden. Subjek penelitian ini dilakukan di 3 (tiga) SPBU Full Self Service area Jakarta, Tangerang, dan Bekasi. Pada tahap pertama didapatkan hasil pengukuran nilai Gap dengan Servqual dan hasil pengukuran peringkat dengan BWM. Setelah itu pada BWM dilakukan pembobotan lokal masing-masing kriteria dan sub-kriteria dan hasil akhir dilakukan agregasi sehingga didapatkan pembobotan global. Hasilnya menunjukkan reliable karena skor rasio konsistensi dibawah batas maksimal. Penelitian ini menemukan bahwa dimensi Digitalisasi dan Responsiveness serta Self Service dan Aplikasi Mobile pada sub-kriteria perlu ditingkatkan agar layanan SPBU meningkat. Tesis ini memiliki beberapa kekurangan yang perlu disempurnakan karena factor atau aspek bersifat dinamis dinamis dan dapat diperluas sesuai dengan kebutuhan jaman seperti faktor lokasi, factor social, dan lain-lain. Dilain hal metode ini dapat dikembangkan dan dipergunakan di berbagai sector serta dikombinasikan dengan metode lainnya seperti AHP, MOORA, TOPSIS, dan lain-lain.
.....Currently, competition in the oil and gas retail industry, especially gas stations, is very competitive and all of them compete to improve service quality. However, until now there has been no quality measurement of digitalization that has been present at gas stations. The purpose of this thesis is to find out and identify the quality of service to digitalization at gas stations using the Best Worst Method (BWM) integrated Servqual approach. In addition, this research also wants to show a comparison of the familiar Servqual method used to measure service quality with the new Multi-Criteria Decision Making (MCDM) method, namely BWM. Servqual and BWM dimension criterion data were collected from several sources such as expert experts, tools, and journal literature. Data collection was carried out by distributing 2 (two) questionnaires, the first according to Servqual rules and the second according to BWM rules with a target of 50 respondents each. The subject of this research was conducted at 3 (three) Full Self Service gas stations in the Jakarta, Tangerang and Bekasi areas. In the first stage, the Gap value measurement results were obtained with Servqual and the ranking measurement results with BWM. After that, the local weighting of each criterion and sub-criteria is carried out in BWM, and the final results are aggregated to obtain a global weighting. The results show reliable because the consistency ratio score is below the maximum limit. This study found that

the dimensions of Digitalization and Responsiveness as well as Self Service and Mobile Applications on the sub-criteria need to be improved so that gas station services improve. This thesis has several shortcomings that need to be refined because the factors or aspects are dynamic and can be expanded according to the needs of the times such as location factors, social factors, and others. On the other hand, this method can be developed and used in various sectors and combined with other methods such as AHP, MOORA, TOPSIS, and others.