

ABSTRAK

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Judul : Analisis Kualitas Pelayanan *Customer Service* Terhadap Kepuasan Pelanggan Pada Bisnis Penyewaan Kendaraan Listrik di PT. XYZ

Saat ini perkembangan kendaraan listrik di Indonesia sangat pesat dan diminati oleh kalangan masyarakat. PT. XYZ, mulai mengembangkan bisnis penyewaan kendaraan listrik bagi pelanggan B2B (*Business to Business*) sebagai bentuk dukungan terhadap program pemerintah dalam pengurangan emisi karbon. Penelitian ini bertujuan untuk menganalisis kualitas pelayanan *customer service* terhadap kepuasan pelanggan pada bisnis penyewaan kendaraan listrik di PT. XYZ. Variabel independen (X) dalam penelitian ini adalah pelayanan *customer service* dan variabel dependen (Y) adalah kepuasan pelanggan. Metode penelitian yang digunakan adalah metode kuantitatif asosiatif dengan pengumpulan data melalui kuesioner skala numerik (1–10) kepada pelanggan PT. XYZ. Populasi penelitian berjumlah 112 VOC (*Voice of Customer*), dan sampel dihitung menggunakan rumus Slovin dengan tingkat kesalahan 10%, sehingga diperoleh 53 responden. Analisis data dilakukan menggunakan program SPSS versi 22 dengan uji validitas, reliabilitas, korelasi. Hasil penelitian menunjukkan bahwa seluruh instrumen penelitian dinyatakan valid dan reliabel. Hasil uji korelasi menunjukkan adanya hubungan yang sangat kuat dan signifikan antara pelayanan *customer service* dan kepuasan pelanggan dengan nilai koefisien korelasi sebesar 0,936 dan nilai signifikansi 0,000 ($< 0,05$). Selain itu, hasil survei kepuasan pelanggan menunjukkan bahwa seluruh indikator pelayanan *customer service* memperoleh nilai di atas target yang ditetapkan perusahaan, dengan nilai rata-rata kepuasan berada pada kategori baik.

Kata kunci : *Customer Service*, Kepuasan Pelanggan, Kendaraan Listrik

ABSTRACT

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*Title : Analysis of Customer Service Quality on Customer Satisfaction
in Electric Vehicle Rental Business at PT. XYZ*

Currently, the development of electric vehicles in Indonesia is growing rapidly and has gained significant interest among the public. PT. XYZ has begun expanding its business into electric vehicle rental services for B2B (Business to Business) customers as a form of support for the government's program to reduce carbon emissions. This study aims to analyze the quality of customer service on customer satisfaction in the electric vehicle rental business at PT. XYZ. The independent variable (X) in this research is after-sales service, while the dependent variable (Y) is customer satisfaction. The research method used is a quantitative associative approach, with data collected through a numerical scale questionnaire (1–10) distributed to PT. XYZ's customers. The study population consisted of 112 Voices of Customer (VoC), and the sample was determined using the Slovin formula with a 10% margin of error, resulting in 53 respondents. Data analysis was conducted using SPSS version 22, including validity, reliability, correlation. The results indicate that all research instruments are valid and reliable. The correlation test shows a very strong and significant relationship between customer service quality and customer satisfaction, with a correlation coefficient of 0.936 and a significance value of 0.000 (< 0.05). Furthermore, the customer satisfaction survey results indicate that all customer service indicators exceed the company's target, with average satisfaction scores categorized as good.

Keywords: *Customer Service, Customer Satisfaction, Electric Vehicle*