

ABSTRAK

Goway adalah aplikasi pesan antar lokal kabupaten Sumenep. Pada aplikasi Goway terdapat 3 layanan yaitu layanan pesan-antar makanan dan belanjaan , Layanan transportasi dan Layanan pengiriman barang. Dengan menggunakan aplikasi Goway dapat meningkatkan pengetahuan masyarakat terkait minat konsumen dalam melakukan pesan antar lokal secara online. Namun, beberapa permasalahan terkait dengan layanan aplikasi Goway telah ditemukan pada ulasan *play store*, seperti aplikasi Goway hanya tersedia untuk perangkat android dan tidak tersedia untuk iPhone, proses pendaftaran aplikasi sering bermasalah, aplikasi Goway sering keluar secara tiba-tiba saat digunakan, keluhan pengguna jarang direspon aplikasi, layanan aplikasi Goway tidak beroperasi hingga 24 jam yang mengharuskan upaya perbaikan. Untuk mengatasi permasalahan tersebut, penelitian ini bertujuan untuk mengukur *Gap Analysis* dan kepuasan pengguna terhadap kualitas layanan aplikasi Goway menggunakan *Service Quality* dan *Customer Satisfaction Index* (CSI). Pengambilan sampel dihitung menggunakan rumus Slovin menghasilkan sampel berjumlah 385 responden. Pengujian indikator penelitian menggunakan uji validitas dan uji reliabilitas. Analisis dan pengolahan data dilakukan dengan perhitungan *Gap Analysis* dan pengukuran *Customer Satisfaction Index* (CSI). Dari hasil penelitian, menunjukkan bahwa keseluruhan nilai analisis dimensi *Service Quality* memiliki nilai gap negatif di semua dimensi yang menunjukkan bahwa terdapat kesenjangan antara persepsi pengguna dan ekspektasi pengguna. Namun, secara keseluruhan pengguna merasa puas terhadap layanan aplikasi Goway dengan presentase 71,35% yang dihasilkan dari perhitungan *Customer Satisfaction Index* (CSI).

Kata Kunci: Goway, *Service Quality*, *Customer Satisfaction Index* (CSI).

ABSTRACT

Goway is a local delivery application for the Sumenep district. In the Goway application there are 3 services, namely food and grocery delivery services, transport services and goods delivery services. Using the Goway application can increase public knowledge related to consumer interest in making local delivery messages online. However, several problems related to the Goway application service have been found on play store reviews, such as the Goway application is only available for android devices and is not available for iPhones, the application registration process is often problematic, the Goway application often exits suddenly during use, user complaints are rarely responded to by the application, the Goway application service does not operate for up to 24 hours which requires repair efforts. To overcome these problems, this study aims to measure Gap Analysis and user satisfaction with the quality of Goway application services using Service Quality and Customer Satisfaction Index (CSI). Sampling was calculated using the Slovin formula resulting in a sample of 385 respondents. Testing research indicators using validity tests and reliability tests. Data analysis and processing were carried out by calculating Gap Analysis and measuring the Customer Satisfaction Index (CSI). From the research results, it shows that the overall analysis value of the Service Quality dimension has a negative gap value in all dimensions which indicates that there is a gap between user perceptions and user expectations. However, overall users are satisfied with the Goway application service with a percentage of 71.35% resulting from the calculation of the Customer Satisfaction Index (CSI).

Keywords: *Goway, Service Quality, Customer Satisfaction Index (CSI).*