

## ABSTRAK

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Judul : Rancang Bangun Aplikasi Penilaian Kepuasan Pelanggan Terhadap Produk B Medical Systems Menggunakan Metode Customer Satisfaction Index (CSI). (Studi Kasus: PT. EMS Indoappliances)

PT. EMS Indoappliances merupakan perusahaan yang bergerak dalam bidang distributor alat kesehatan. Untuk mengetahui kepuasan pelanggan terhadap produk yang dijual maka diperlukan sebuah sistem survei untuk mengetahui kepuasan pelanggan yang dapat digunakan sebagai dasar pengambilan keputusan perusahaan. Penelitian ini bertujuan untuk menghasilkan sistem survei kepuasan pelanggan yang terintegrasi dengan implementasi metode *Customer Satisfaction Index* (CSI) untuk mengukur kepuasan pelanggan. Sistem pengelolaan survei dibangun menggunakan framework CodeIgniter. Analisis hasil survei dihitung menggunakan metode *Customer Satisfaction Index* (CSI). *Customer Satisfaction Index* (CSI) merupakan analisis kuantitatif berupa persentase pelanggan yang puas dalam suatu survei kepuasan pelanggan. Sistem survei kepuasan pelanggan yang dibangun dengan menggunakan metode *Customer Satisfaction Index* (CSI) berhasil dilakukan. Hasil uji Alpha menyatakan bahwa 96,67% sistem sudah sesuai dengan fungsionalitas sistem. Implementasi *Customer Satisfaction Index* (CSI) dapat diterapkan untuk menghitung hasil survei kepuasan pelanggan.

Kata kunci:

*Customer satisfaction index*, survei, kepuasan, pelanggan, universitas mercu buana

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## ABSTRACT

Name : Alvi Candra Adhi Presdika  
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Title : Design and Build Applications for Customer Satisfaction Assessment for B Medical Systems Products Using the Customer Satisfaction Index (CSI) Method. (Case Study: PT. EMS Indoappliances)

PT. EMS Indoappliances is a company engaged in the distribution of medical devices. To determine customer satisfaction with the products produced, a survey system is needed to determine customer satisfaction which can be used as a basis for company decision making. This study aims to produce an integrated customer satisfaction survey system with the implementation of the Customer Satisfaction Index (CSI) method to measure customer satisfaction. The survey management system was built using the CodeIgniter framework. Analysis of survey results was calculated using the Customer Satisfaction Index (CSI) method. Customer Satisfaction Index (CSI) is a quantitative analysis of the percentage of satisfied customers in a customer satisfaction survey. The customer satisfaction survey system which was built using the Customer Satisfaction Index (CSI) method was successfully carried out. Alpha test results state that 96,67% of the system is in accordance with the system's functionality. Implementation of the Customer Satisfaction Index (CSI) can be applied to calculate the results of customer satisfaction survey.

keywords:

Customer satisfaction index, survey, customer satisfaction, mercu buana university

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