

Customer Satisfaction Analysis of the Brompt AHASS Application Using the Customer Satisfaction Index (CSI) and Importance Performance Analysis (IPA) Methods

Zahrotul Firda ¹, Indah Apriliana Sari Wulandari ²
^{1,2} Muhammadiyah University of Sidoarjo, Indonesia



DOI : <https://doi.org/10.61796/jaide.v3i2.1864>



Sections Info

Article history:

Submitted: November 23, 2025
Final Revised: December 11, 2025
Accepted: January 16, 2026
Published: February 28, 2026

Keywords:

Service Quality
Brovent AHASS
Customer Satisfaction Index
(CSI)
Importance Performance
Analysis (IPA)

ABSTRACT

Objective: There are a large number of motorcycle users in Indonesia, and of course, behind the many motorcycle users, they often experience problems with their vehicles. Many official and unofficial motorcycle repair shops in Indonesia, one of which is AHASS. AHASS is an official Honda motorcycle repair shop. Now AHASS provides an application called BROMPIT which has a function to make it easier for users to book services without having to queue, choose service schedules and other conveniences. With the large number of customers who use this application, of course, we also increasingly know the level of customer satisfaction when using this service. **Method:** The results of the calculation of the level of customer satisfaction in the Brompt AHASS application using the Customer Satisfaction Index (CSI) and Importance Performance Analysis (IPA) methods have a value of 79.2, which means that customers feel "satisfied" with the application. **Results:** Meanwhile, the attributes that are prioritized for quality improvement are related to service information, speed of service response when booking, customer data security, application display and application performance. **Novelty:** This can be used as a suggestion for improvements related to the existing system to increase overall customer satisfaction and expectations.

INTRODUCTION

Customer satisfaction is one of the main indicators in assessing the success of a product or service. In the context of service management, satisfaction is one of the elements that underlies customer loyalty and brand image. Therefore, companies or service providers need to actively identify and manage customer expectations to align with the quality of services provided [1]. Therefore, satisfaction is the main key to success to have an impact on repeat purchases by customers in the future.

Technological developments that continue to develop rapidly in the era of digitalization today are various types of business models that then compete using technological advances as a medium to improve services to consumers.

Through this service service application, it provides an alternative to the nearest service provider that users can choose, get price deals that are competitive with service providers, and also make payments with several available methods after the repair service is received [2]. For example, the Brompt application from AHASS is a medium that makes it easier for customers to need repair, maintenance and product purchase services. So that through this application, it can be expected to create customer satisfaction and customer loyalty. The thing that affects customer satisfaction is by meeting customer expectations and shown by the quality of AHASS in the service

process. Service quality is determined by five dimensions of service quality, namely physical appearance, reliability, responsiveness, assurance, and empathy[3].

AHASS is a network of official workshops of Honda brand motorcycles that provide several services including regular maintenance, repair, and providing genuine Honda spare parts. This workshop has a digital system called Brompt to support service to its customers. Brompt is an online service application provided specifically for Honda motorcycle users. The AHASS workshop has never conducted an in-depth assessment of customer responses regarding the performance of the Brompt application, so the level of customer satisfaction with the Brompt application is unknown. The AHASS workshop has also not conducted an assessment of service attributes that need to be made the top priority to improve the quality of its services. Meanwhile, the assessment is needed by the management to find out customer satisfaction with the services provided, find out the services that customers like or dislike, and assist the management in providing suggestions for improvements to the next service.

To deal with this problem, AHASS makes efforts to increase customer satisfaction by using two methods, namely, Customer Satisfaction Index (CSI) and Importance Performance Analysis (IPA). The CSI and IPA methods are two approaches that are often used to evaluate consumer satisfaction [4]. The IPA method is an analysis tool that can be used to determine the performance level assessment score of a company and then compare it to the expectation level score for customers. The science method can provide a structured picture by looking at the weak strength of the measured attributes. The CSI method can be useful in knowing how far customer satisfaction is [5].

RESEARCH METHODS

In the customer satisfaction analysis research, data collection and observation were obtained from brompt application users and Honda workshop customers. The data taken were the results of a questionnaire distributed to brompt application users and Honda workshop customers as many as 80 respondents, the preparation of questionnaires distributed to respondents was adjusted to the Importance Performance Analysis (IPA) and Customer Satisfaction Index (CSI) methods [6]. The duration of this research is for five months from May 2025 to September 2025.

The research process of customer satisfaction analysis of brompt application includes:

1. Observations were made by distributing questionnaires to Brompt application users as many as 80 respondents.
2. Literature study that aims to increase the understanding of the basic concepts of related research.
3. The formulation of the problem is tailored to the experience and customer assessment of the Brompt application.
4. Determining the number of samples is determined by accidental sampling or by chance by selecting the most accessible respondents.

5. Planning of a questionnaire with a google form link to 80 respondents.
6. The distribution of questionnaires was distributed to customers who used the Brompt application, carried out for several days and obtained a total of 80 respondents.
7. Testing the data by conducting validity and reliability tests.
8. Data processing uses the Importance Performance Analysis (IPA) and Customer Satisfaction Index (CSI) methods.
9. Analyze the results of customer satisfaction levels and provide improvement proposals for Honda workshop services.

The following is a research flow diagram used to solve existing problems in a structured manner.

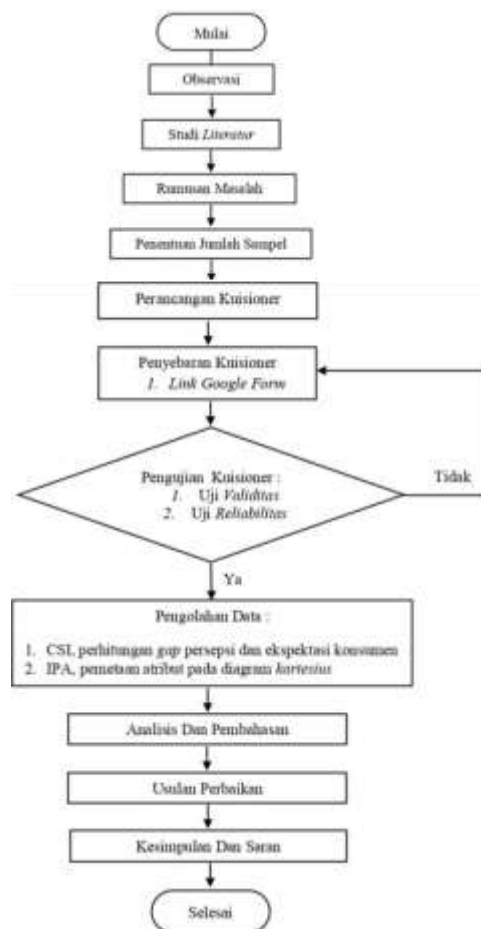


Figure 1. Research flowchart

RESULTS AND DISCUSSION

Result

Data Collection Methods

The author uses a quantitative method for his data collection. Data was obtained from a questionnaire distributed to respondents with a total of 80 respondents with qualifications of name, gender, age, occupation and length of use of the Brompt application with the following attributes

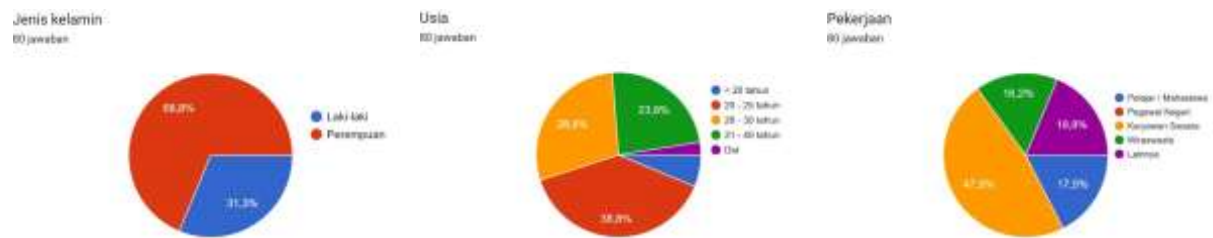


Figure 2. Correspondent Chart by Gender, Age, and Occupation

This study identified 10 attributes of the Brompt AHASS application service based on 5 attribute dimensions measured through the Likert questionnaire 1-5 for CSI and IPA analysis of 80 respondents. Reliability Dimension measures application consistency, Responsiveness assesses service speed, Assurance focuses trust, Empathy evaluates user experience, Tangible Physical Representation of Honda's "Premium Quality".

Table 1. Research Attributes

Dimensions	No.	Attributes
Reliability	1	Easy-to-use app
	2	Fast booking process
	3	Complete service information
Responsiveness	1	Quick service response
	2	Service reminder notifications
Insurance	1	Maintain the security of user data
	2	Reliable service information
Empathy	1	User-friendly app view
	2	Attractive promo features available
Tangible (Physical Evidence)	1	Stable application performance

Validity and reliability tests are used to measure the accuracy and consistency of an attribute in a research. If r calculates $> r$ of the research table is considered valid, if r calculates $< r$ of the table, then the research is considered invalid [7]. The results of the validity test of each attribute in this study can be seen based on the table below which shows that each attribute is declared valid.

Table 2. Validity Test Results for Each Attribute

Variable	Attribute Code	Satisfaction Rate		Performance Level		Remarks
		Corrected Item-Total Correlation	r-table	Corrected Item-Total Correlation	r-table	
Reliability	A1	0,352	0,220	0,846	0,220	Valid
	A2	0,581	0,220	0,804	0,220	Valid
	A3	0,544	0,220	0,867	0,220	Valid
	A4	0,381	0,220	0,843	0,220	Valid
Responsive ness	A5	0,521	0,220	0,673	0,220	Valid

Variable	Attribute Code	Satisfaction Rate		Performance Level		Remarks
		Corrected Item-Total Correlation	r-table	Corrected Item-Total Correlation	r-table	
Insurance	A6	0,580	0,220	0,747	0,220	Valid
	A7	0,409	0,220	0,818	0,220	Valid
Empathy	A8	0,424	0,220	0,775	0,220	Valid
	A9	0,462	0,220	0,784	0,220	Valid
Tangible	A10	0,465	0,220	0,789	0,220	Valid

The Reliability Test was carried out to determine the reliability value of the questionnaire by looking at Cronbach's Alpha value > 0.60 , then the study was considered reliable [14]. It can be seen in Table 3.

Table 3. Reliability Test Results

Measurement Type	Cronbach's Alpha Value	Minimum Value	Remarks
Importance Level	0,615	0,60	Reliable
Performance Level	0,935	0,60	Reliable

The Customer Satisfaction Index (CSI) method is used to look at customer satisfaction in the overall use of a service to see the level of importance of an attribute. Steps that can be taken to find out the value of the customer satisfaction index :

1. Determining Mean Importance Score (MIS) and Mean Satisfaction Score (MSS)

Mean Importer Score is the average score of the importance value of an attribute. Meanwhile, the Mean Satisfaction Score is the average score for satisfaction based on perceived performance by consumers [10].

$$MIS = (\sum_{i=1}^n Y_i) / n$$

Description: Y_i = importance value of the i-th attribute; n = number of respondents.

$$MSS = (\sum_{i=1}^n X_i) / n$$

Description: X_i = satisfaction/performance value of the i-th attribute; n = number of respondents.

2. Determine the Weight Factor (WF) or weighted factor.

It is the percentage value of the MIS value per indicator against the total MIS of the overall indicator [11]

$$WF_i = (MIS_i / \sum_{i=1}^p MIS_i) \times 100\%$$

Description: MIS_i = average importance value of the i-th attribute; $\sum MIS_i$ = total average importance value from i to p.

3. Determine the Weight Score (WS) or weighted score.

is the multiplication between WF and the average satisfaction rate.

$$WS_i = WF_i \times MSS_i$$

Description: WF_i = weighted factor of the i-th attribute; MSS_i = average satisfaction/performance level.

4. Determining the Customer Satisfaction Index (CSI).

$$CSI = (\sum_{i=1}^p WS_i / HS) \times 100\%$$

Description: $\sum WS_i$ = total weighted score; HS = highest score of the maximum scale used [8].

Table 3. CSI Score Criteria

No.	CSI Value	CSI Score Criteria
1	81%–100%	Very satisfied
2	66%–80,99%	Satisfied
3	51%–65,99%	Quite satisfied
4	35%–50,99%	Dissatisfied
5	0%–34,99%	Dissatisfied

Table 4. CSI Value Calculation Results

N o.	Attributes	Total Expect ations	Total Satisfa ction	WF	WS	Gap	Rank
1	Easy-to-use app	327	323	9,94	39,8	- 0,09	3
2	Fast booking process	321	318	9,76	38,8	- 0,04	1
3	Complete service information	331	322	10,0 6	40,5	- 0,11	4
4	Fast service response after service booking	338	319	10,2 8	41,0	- 0,24	9
5	Service reminder notifications	315	311	9,58	37,2	- 0,05	2
6	Maintain the security of user data	332	312	10,0 9	39,4	- 0,25	10
7	Reliable service information	330	314	10,0 3	39,4	- 0,20	6
8	User-friendly app view	334	317	10,1 6	40,2	- 0,21	7
9	Attractive promo features available	326	308	9,91	38,2	- 0,23	8
10	Stable application performance	335	325	10,1 9	41,4	- 0,13	5
Total		3289	3169		395,8 1		
Average					79,16		
CSI Calculation Results			79,2		Satisfied		

The Importance Performance Analysis (IPA) method is a quantitative analysis tool to measure the gap between the importance and performance of service attributes, especially in customer satisfaction research applications such as Brompt [12].

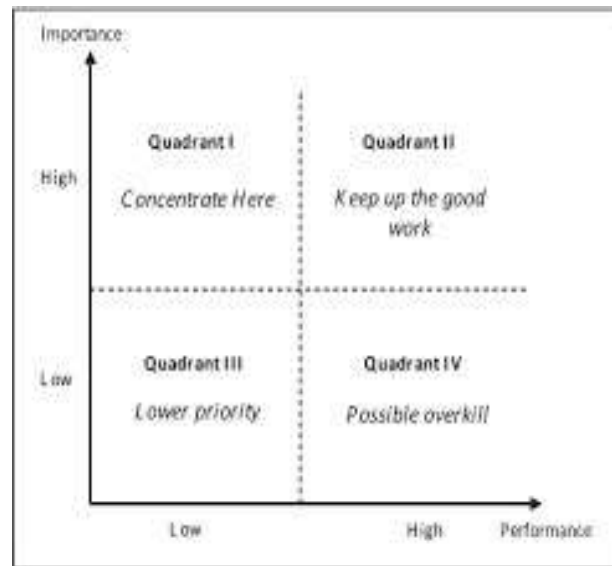


Figure 3. IPA Quadrant Diagram

The following is a display of the results of the diagram from the Importance-Performance Analysis with the distribution of assessment criteria spread across 4 quadrants where the value of each attribute is taken from the average expectation and average of the importance that have been calculated previously [9]. In the Reliability research attributes, the application consistency was measured: "Easy-to-use application (A1)", "Fast booking process (A2 - rank 1 CSI, Quadrant II)", and "Complete service information (A3 - Quadrant II)" showed strong performance with a small gap (-0.04 to -0.11) [15]. Responsiveness assesses service speed: "Quick service response after booking (A4 - Quadrant I priority)" is crucial as 65% of respondents value importance >4.2 but performance <3.97; while "Service reminder notifications (A5 - Quadrant III)" are low priority. Assurance focuses on trust: "The security of user data is maintained (A6 - rank 10 CSI, gap -0.25, Quadrant I)" is the main weakness; "Reliable service information (A7 - Quadrant IV)" is redundant. Empathy evaluates user experience: "User-friendly app appearance (A8 - Quadrant I)" needs an elderly-inclusive UI/UX; "Attractive promo feature (A9 - Quadrant III)" is not urgent. Tangible (Physical Appearance): "Stable application performance (A10 - Quadrant II)" is a competitive force supporting AHASS's digital transformation. This attribute is designed specifically for motorcycle service applications, combining digital features (bookings, notifications, security) with the expectations of traditional AHASS users, resulting in a CSI of 79.2% with a Quadrant I priority recommendation.

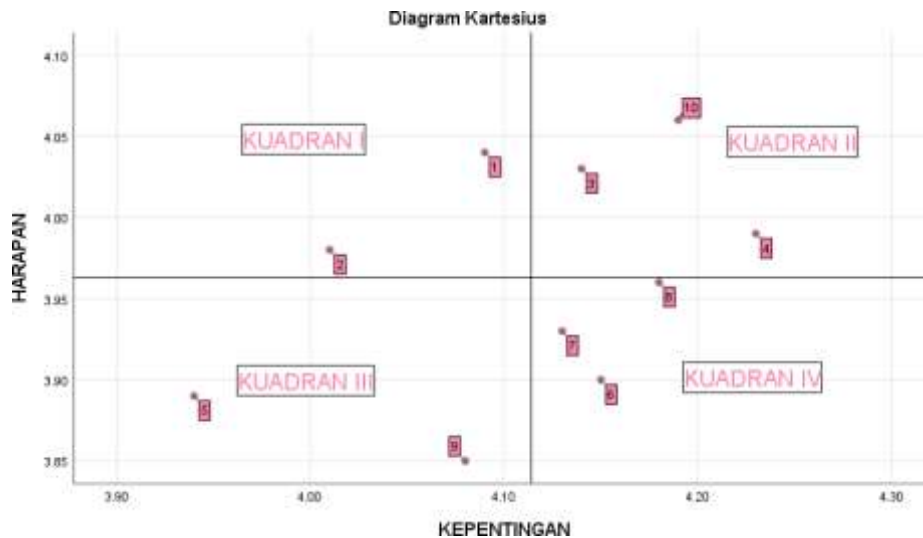


Figure 4. Cartesian Diagram

Based on the data of the science graph in Figure 4, it can be seen that each assessment criterion is spread across the four quadrants of Importance Performance Analysis. The x-axis is the average value of the importance level of all assessment criteria while the y-axis is the average value of the performance level of all assessment criteria. The description of the position of the assessment criteria spread across the four quadrants of Importance performance Analysis is as follows [13]:

a. Quadrant I

The attributes in quadrant I are called the top priority because this attribute shows a high importance and is considered important by customers because the application is easy to use by customers and also has a fast booking process so that customers do not have to wait in long queues at the time of registration.

b. Quadrant II

The attributes included in quadrant II are called attribute areas that must be maintained, because the attributes in this quadrant are considered very important by customers, because when using the Brompt application has a stable performance quality. In addition, the information conveyed is accurate and complete. Customers can also make the booking process without coming to the location, by using the features in the application, customers will get a quick and accurate service response.

c. Quadrant III

In quadrant III, it is called a low-priority area, because the attributes contained in this quadrant are considered less important by customers and the elements of service performance are less satisfactory or have not been implemented properly, which is in quadrant III, namely the notification attribute on the Brompt application when performing services & information related to attractive promos that can attract customers to service.

d. Quadrant IV

Quadrant IV is categorized as an "Excessive" area, this indicates that the attributes in this quadrant are considered to have a low level of importance but a high level of

performance provided. The element of importance is considered less important by customers but the element of service performance provided has been carried out very well by the company, which is in quadrant IV, namely the user-friendly application display attribute, making it easier for the elderly to use it, and having reliable service information. The application has a reliable level of security, so it is safe to use when you need private data.

CONCLUSION

Fundamental Finding: This study concludes that the Brompt AHASS application has managed to achieve a satisfactory customer satisfaction level with a Customer Satisfaction Index (CSI) value of 79.2%, which is in the category of "Satisfied" (66-80.99%) based on the analysis of 80 respondents through a Likert questionnaire 1-5 that has been validated ($r\text{-count} > r\text{-table}$ 0.220 for all attributes) and reliable (Cronbach's Alpha 0.615 for importance and 0.935 for performance). The CSI calculation resulted in an average Mean Importance Score of 4.10 (total expectations of 3289), Mean Satisfaction Score of 3.97 (total satisfaction of 3169), cumulative Weight Factor, and a total Weight Score of 395.81, with an average gap of -0.13 which shows that the application meets most of the expectations of Honda motorcycle users amid general service constraints in Indonesia.

Implication: The findings of this study fill the gap in the previous evaluation of Brompt AHASS, proving its effectiveness in the digital transformation of Honda's official workshops against unofficial competitors. **Limitation:** The top attributes include fast booking processing (WF 9.76%, gap -0.04, rank 1) and service notifications (gap - 0.05, rank 2), while data security (gap -0.25, rank 10) is the weakest. **Future Research:** Strategic recommendations: server optimization for <5-minute responses, GDPR-level data encryption, elderly-inclusive UI/UX, and promo reallocation to accurate service info, potential increase in CSI >81% for the "Very Satisfied" category to increase retention and market share.

REFERENCES

- [1] M. Azam and L. Z. Mauluddiyah, kualitas pelayanan dalam menjamin kepuasan pelanggan. 2025.
- [2] K. Kunci and S. L. Servis, "SISTEM INFORMASI LAYANAN E-BUSINESS PADA JASA SERVICE ELEKTRONIK BERBASIS ANDROID," vol. 5, no. 3, pp. 539-543, 2023.
- [3] H. Fadillah, A. F. Hadining, and R. P. Sari, "ANALISIS KEPUASAN PELANGGAN ABC LAUNDRY DENGAN MENGGUNAKAN METODE SERVICE QUALITY , IMPORTANCE PERFORMANCE ANALYSIS (IPA) DAN CUSTOMER SATISFACTION INDEX (CSI)," vol. 15, no. 1, pp. 1-10, 2020.
- [4] N. Rizkilawati et al., "Analisis Kepuasan Konsumen Berbasis Metode Importance Performance Analysis (IPA) terhadap Hagu Coffee & Space Kota Bogor," vol. 3, no. 5, 2024.

- [5] J. Pendidikan et al., "Analisis Kepuasan Pemustaka Terhadap Kualitas Layanan Di Perpustakaan Universitas Udayana Dengan Metode CSI (Customer Satisfaction Index) Dan IPA (Importance Performace Analysis)," vol. 01, no. 03, pp. 228–236, 2024.
- [6] S. Index, "Penggunaan Metode I mportance Performance Analysis (IPA) dan Customer Satisfaction Index (CSI) Dalam Menganalisis Pengaruh Sistem E-Service Terhadap Tingkat Kepuasan Pelanggan," vol. 3, no. 1, pp. 1–12, 2022.
- [7] R. J. Pramudita, R. M. Sugengriadi, and L. Amalia, "Analisis Kepuasan Pelanggan Terhadap Kualitas Pelayanan Dengan Metode Customer Satisfaction Index (CSI) Dan Importance Performance Analysis (IPA)," vol. 3, no. 2, 2025.
- [8] F. Paloma, I. Maharani, K. Merlin, and A. Qurrota, "Analisis Kepuasan Konsumen Berdasarkan Service Quality Menggunakan Metode Customer Satisfaction Index (CSI) dan Importance Performance Analisis (IPA)," vol. 3, no. 1, pp. 19–28, 2024.
- [9] A. Soraya, R. Malik, and N. I. Saputra, "Analisis Kepuasan Pelanggan Terhadap PDAM Wilayah Pelayanan II Makassar Dengan Menggunakan Metode Customer Satisfaction Index (CSI) Dan Importance Performance Analysis (IPA)," pp. 19–26, 2024.
- [10] P. Kotler and K. L. Keller, *Marketing Management*, 15th ed. Pearson Education, 2016.
- [11] V. A. Zeithaml, M. J. Bitner, and D. D. Gremler, *Services Marketing: Integrating Customer Focus Across the Firm*, 7th ed. McGraw-Hill Education, 2018.
- [12] Parasuraman, V. A. Zeithaml, and L. L. Berry, "SERVQUAL: A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality," *Journal of Retailing*, vol. 64, no. 1, pp. 12–40, 1988.
- [13] J. A. Martilla and J. C. James, "Importance-Performance Analysis," *Journal of Marketing*, vol. 41, no. 1, pp. 77–79, 1977.
- [14] F. Tjiptono, *Service Management: Mewujudkan Layanan Prima*. Yogyakarta: Andi Offset, 2019.
- [15] Ghozali, *Aplikasi Analisis Multivariate dengan Program IBM SPSS*. Semarang: Badan Penerbit Universitas Diponegoro, 2021.

Zahrotul Firda

Muhammadiyah University of Sidoarjo, Indonesia

***Indah Apriliana Sari Wulandari (Corresponding Author)**

Muhammadiyah University of Sidoarjo, Indonesia

Email: indahapriliana@umsida.ac.id
