

ANALISIS KEPUASAN PELANGGAN DITINJAU DARI DIMENSI PELAYANAN DIVISI SERVIS PADA PT. NASMOCO SALATIGA

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Abstract

Tighten the emulation in the world of business in this time oblige every company / dealer as company which is active in commerce and service to be maximal always in serving customers, both for happened by before service process, during service take place, and also that happened after service process. Therefore company have to always perform the evaluation for service which during the time passed to a customers. Company can measure how its customer satisfaction for example through five dimension of service quality, that is Reliability, responsiveness, assurance, Empathy, and tangibles. Internal issue Formulation this research is how expectation and perception of customer to company performance and mount according to this, how mount the customers satisfaction and also how factors assessment influencing their customers satisfaction.

This research aim to know the level of according to between expectation and company performance and also how mount the customer satisfaction. This research is an qualitative descriptive method.. Population in this research is all customers of Service Division The PT. Nasmoco Salatiga amounting to 1635 people. This research uses primary data which are obtained from questoner distribution to 100 respondents with guidance question instrument using Slovin pattern and accidental sampling techniques.

Pursuant to result of calculation of Importance-Performance Analysis, reliability dimension, customers express Satisfied, responsiveness dimension, customers express very satisfied, assurance dimension, customers express satisfied, empathy dimension, customers express very satisfied, dimension of tangibles, customers express very satisfied. Fifth mean of dimension of equal to 80,89 % in general customers express to satisfy with the service accepted.

Pursuant to diagram cartesius seen there is still some factor assumed of vital importance for customers but not yet got the company attention, that is factor of accuracy of completion of task time, hygiene toilet, and comfortable space await.

Suggestion which can be given in this research for example company have to be more pay attention to the accuracy of completion of task time, hygiene of toilet and comfortable space await. Others, company expected to more active sharing so that customers feel more have importance about factors which still be assumed less be important, that is factor of safety and employees factor can recognize the customers better and quickly.

Keyword : expected & performance, service quality, customer satisfaction