

Pengukuran tingkat kepuasan pelanggan dengan importance performance analysis dan potential gain in customer value ke dalam house of quality

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Abstrak

Daihatsu bersaing dengan berbagai merk lain di Indonesia untuk mendapatkan pangsa pasar sekaligus memberikan kepuasan pelanggan. Beberapa tahun ini, pangsa pasar yang meningkat justru menurunkan kepuasan pelanggan. Untuk meningkatkan kepuasan pelanggan, maka survey dilakukan untuk mengidentifikasi kebutuhan pelanggan. Hasil survey dianalisa dengan Importance Performance Analysis dan Potential Gain in Customer Value. Importance Performance Analysis dan Potential Gain in Customer Value dapat menunjukkan variabel pelayanan yang perlu ditingkatkan kualitasnya untuk memenuhi kebutuhan pelanggan. Selanjutnya, House Of Quality merancang variabel pelayanan menjadi respon teknis berdasarkan strategi dan kemampuan perusahaan. Dari hasil analisa, didapatkan 5 respon teknis prioritas tertinggi adalah program pelatihan petugas dan operator (16,72%), recruitment tenaga ahli (15,30%), maintenance sarana dan service equipment (11,30%), improvement standard operating procedure (11,30%), dan pengembangan layanan informasi (10,13%).

.....Daihatsu compete with other brands in Indonesia for gaining market share while providing customer satisfaction. In recent years, increasing market share actually affect customer satisfaction. For improving customer satisfaction, customer needs is necessary to be identified by conducting a survey. This survey will be analyzed using Importance Performance Analysis and Potential Gain in Customer Value. Importance Performance Analysis and Potential Gain in Customer Value can displays service variables that required to be improved to fulfill customer needs. Furthermore, House Of Quality design service variables into technical responses based on company strategy and ability. From this analysis, can display 5 technical responses with high importance are training program for employee and operator (16,72%), recruitment of experts (15,30%), maintenance of facilities and service equipment (11,30%), improvement standard operating procedure (11,30%), and information service development (10,13%).