

Integrasi Model Service Quality dan Potential Gain In Customer Value (PGCV) dalam Upaya Meningkatkan Kepuasan Pelanggan pada CV Bintang Prima Perkasa

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ABSTRAK

Persaingan ketat antar perusahaan karoseri mengharuskan perusahaan selalu memberikan pelayanan yang memuaskan kepada setiap pelanggan. CV Bintang Prima Perkasa merupakan salah satu perusahaan yang bergerak dalam bidang industri karoseri dan konstruksi, dimana produk yang dihasilkan berupa Cargo Box (Steel/Alumunium). CV Bintang Prima Perkasa berlokasi di dalam lingkup Kawasan Industri Candi (KIC) Krapyak, tepatnya di Jalan Gatot Subroto Blox XI/C-2 Semarang. Tujuan penelitian ini adalah untuk meningkatkan kepuasan pelanggan dengan melakukan pengukuran tingkat kepuasan pelanggan terhadap kualitas pelayanan serta menentukan urutan prioritas perbaikan pada atribut-atribut dari dimensi kualitas pelayanan. Penelitian dilakukan dengan menggunakan model Service Quality, Importance Performance Analysis (IPA) dan indeks Potential Gain In Customer Value (PGCV). Dari model Service Quality didapatkan nilai Service Quality sebesar 3.21 yang mengindikasikan bahwa tingkat kepuasan pelanggan masih berada dalam range biasa saja atau netral. Berdasarkan pemetaan diagram kartesius pada Importance Performance Analysis (IPA) menghasilkan enam atribut pada kuadran I, lima atribut pada kuadran II, delapan atribut pada kuadran III dan lima atribut pada kuadran IV. Dengan perhitungan indeks PGCV berdasarkan atribut-atribut yang berada pada kuadran I diagram kartesius menghasilkan urutan prioritas perbaikan sebagai berikut: prioritas pertama yaitu atribut T5 (indeks PGCV=15.66), prioritas kedua yaitu atribut T2 (indeks PGCV=15.29), prioritas ketiga yaitu atribut RL3 (indeks PGCV=15.26), prioritas keempat yaitu atribut T1 (indeks PGCV=13.59), prioritas kelima yaitu atribut E1 (indeks PGCV=13.38) dan prioritas keenam yaitu atribut T3 (indeks PGCV=13.38). Berdasarkan hasil pengukuran atribut-atribut dari dimensi kualitas pelayanan tersebut, maka diperlukan perbaikan pada atribut sesuai dengan urutan prioritasnya sehingga diharapkan dapat meningkatkan kepuasan pelanggan.

Kata Kunci : Kepuasan Pelanggan, Dimensi Kualitas Pelayanan, Service Quality, Importance Performance Analysis (IPA), Indeks PGCV.

Integration Model Service Quality and Potential Gain In Customer Value (PGCV) in An Effort to Increase Customer Satisfaction in CV Bintang Prima Perkasa

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ABSTRACT

Intense competition between the company carrosserie requires that the company always provides satisfying service to every customer. CV Bintang Prima Perkasa is one of the companies engaged in the field of industry and construction, carrosserie where products are produced in the form of Cargo box (Steel/Aluminium). CV Bintang Prima Perkasa centrally located within the industrial area of the temple (KIC) Krapyak, on Gatot Subroto Street Blox XI/C-2. The purpose of this research is to increase customer satisfaction by performing the measurement of the level of customer satisfaction with the quality of service as well as determine the order of priority improvements to the attributes of the dimensions of service quality. Research carried out using model of Service Quality, Importance Performance Analysis (IPA) and the index of the Potential Gains In Customer Value (PGCV). From those Service Quality obtained the value of service quality of 3.21, which indicates that the level of customer satisfaction still be within the range usual course or neutral. Cartesian diagram mapping based on Importance Performance Analysis (IPA) produces six attributes in quadrant I, quadrant II attributes on five, eight attributes in quadrants III and five attributes in quadrant IV. With the calculation the index of PGCV based on attributes in the quadrant Cartesian diagram I produce the order of priority fixes as follows: first priority attribute T5 (PGCV index = 15.66) the second priority, namely attributes T2 (PGCV index = 15) third priority, namely attributes RL3 (PGCV index = 13) fourth priority, namely attributes T1 (PGCV index = 20) the fifth priority, namely attributes E1 (PGCV index = 13:38) and a sixth priority, namely the attribute T3 (PGCV index = 13:38). Based on the results of the measurements of attributes of the dimension of the quality of the service, then the necessary improvements on the attributes according to the order of precedence so that expected to increase customer satisfaction.

Keyword : Customer Satisfaction, The Dimention of Service Quality, Service Quality, Importance Performance Analysis (IPA), PGCV index.