SERVICE QUALITY ANALYSIS ON PERFORMANCE OF A PAINT COMPANY SERVICE CENTER

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ABSTRACT

More high competition on business, more efforts on a company to give the best service to customers’ needs. Customers’ satisfaction is one of valuable asset of a company, therefore a Service Center of a paint company is formed as a solution of customers’ needs, in term of getting all the information about painting. Nonetheless, as a part of Corporate Real Estate (CRE), a Service Center is also demanded to have more values than just a regular service center.

This study is aimed to study in detail about customers’ perception and expectation when they visit this Service Center. It is also to identify gaps between their perception and their expectation. Towards new solutions for increasing service quality. This study use Servqual method that has 5 dimensions, namely Reliability, Assurance, Tangible, Emphaty, and Responsiveness. This study will also use primer data thru questionnaire surveys and interviews. This study involves the respondents as sample that focused on perception analysis and customers’ expectation when they visiting this Paint Company Service Center.

Based on these results, the service quality at the paint service center is not in accordance with customer expectations. Reliability dimension has the largest gap with -9.290 score, this dimension includes the service that able to be trusted and reliable, according to the promises given. Then Emphaty dimension has the smallest with -5.228, this dimension includes the services that are more caring and giving personal attention to customers. Next, the variables that need to be increase is the accuracy of the service center team to resolve issues in a timely, alertness team to help customers to get what they need and interior space that need to rearrange to make the customer more comfortable.

Keywords : service center, customer satisfaction, service quality, corporate real estate (CRE)
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