THE ANALYSIS OF CUSTOMER SERVICE QUALITY ENHANCEMENT OF PT. POS INDONESIA (PERSERO) IN SOUTH SURABAYA AREA OFFICE USING SERVQUAL METHOD, KANO MODEL METHOD, AND QUALITY FUNCTION DEPLOYMENT (QFD)

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ABSTRACT

Based on the infrastructure network, PT Pos Indonesia (Persero) is able to show its creativity. This asset consists of 3,700 Kantor Pos online/online post offices, which are equipped with mobile post. Pospay is PT. Pos flagship services which enables the society to pay Phone Bill, Cellular Credits, Electricity (PLN), Tap Water (PDAM), Tax, Insurance, Credit Installment (Finance), Credit Card and Personal Loan, Cellular Phone Credit Top Up, Alms, Sodaqoh and Infaq around Indonesia. Those services are supported by Online Payment Point System (SOPP).

In order to know the service level of quality in PT. Pos Indonesia, a perception and expectation are measured. Especially in PT. Pos Indonesia South Surabaya, all services and qualities become quite essential part. A customer satisfaction oriented to service quality should have five dimensional parts, they are: (i) tangible, (ii) reliability, (iii) responsiveness, (iv) assurance, and (v) empathy.

The assessment of service level is conducted by using questionnaire which is focused on POSPAY service product for consumers. This research article use gap 5 method based on Service Quality of Conceptual Model (Parasuraman, 1988). On this method, it explains that a good service is service which expected to be the same or equal with which is perceived by consumers. Therefore, it will give positive impact to the company later. It is also found 25 variables that have empathy value and they will be processed by using Kano method from the gap scoring result.

Based on integration between Serqual and Kano method, there are four variable of services which provided by PT. Pos Indonesia in South Surabaya and they belong to “Must be” category. From the comparison between PT. Pos Indonesia in South Surabaya and PT. X, the Final Weighted Importance Value proves that PT. X is better in particular variable, such as Assurance and Empathy. The next step is determining a technical respond that should be done by company by using Quality Function Deployment (QFD) method. Based on the House of Quality weighting result, there are four technical responds which have the highest value and those are quite important to get completely attention. They are Pospay innovation in certain period (the new product at least in approximately 6 months, 22.12%), complaints could be addressed to PT. Pos Center by POS Call 161 or SMS 9161 (17.65%), and the improvement of Counter Officer services awareness (12.69%).

Keywords: service quality, customers satisfactory, servqual, Kano model, Quality Function Deployment (QFD)