SERVICE QUALITY MANAGEMENT OF TNT – A COURIER SERVICE COMPANY - USING THE APPROACH OF SERVQUAL METHOD

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ABSTRACT

TNT, a leading integrated express service provider, which serves heavy luggage freight transportation, courier and logistics express services throughout Southeast Asia, China and Europe, which also known to encourage its business growth within the region of Indonesia. Based on the declining number of TNT’s customers, this research aimed to analyze public satisfaction as the user of TNT’s services as the strategy to improve its services quality.

This research was completed using Servqual method (Service Quality) which was defined as everything that focuses on efforts to meet the needs of consumers together with the accuracy on its delivery, therefore, the balanced conformity with consumer expectations could be achieved. This research began with the sampling of respondents which consisted of TNT’s customers who committed any complains toward the company and the management of TNT itself. The sampling was conducted on TNT office within Surabaya. Data processing on weighting phase in this research was utilizing the method of Analytical Hierarchy Process (AHP), which its weighting process was established toward the five major dimensions of service quality (tangibles, reliability, responsiveness, assurance, and empathy).

The results of research found that there were gaps between the needs and expectations (perceptions and expectations) on the services provided, all of them known to have negative values which was proved that the company must conduct some improvements, particularly toward several criterias which had the biggest gaps, they were: dimensions of reliability which covered employees’ hospitality in listening the complaints and hospitality, civility, and friendly feelings from employees; dimensions of responsiveness which consisted of the management swiftness in responding the complaints and quick responds to assist consumers; next was dimension of assurance which covered the credibility and reputation of TNT, consumers and parking vehicle safety; and finally the dimensions of empathy which included the ease to submit complaints, and the willingness of management to accept criticisms and suggestions.

Keywords: TNT, Service Quality, Servqual Method