CUSTOMER SATISFACTION ANALYSIS OF PERMATA JINGGA RESIDENCE - MALANG USING SERVQUAL (SERVICE QUALITY) METHOD

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ABSTRACT

PT Buanakarya Adi Mandiri is a company specialized in construction and housing development. Developer needs to know what the market wants and needs, so that it can produce fine product, which started from the customer importance and ended in customer satisfaction. One way to increase customer satisfaction is to increase the service quality for the customer.

This research project is aimed to analyze the customer satisfaction level for customers who have been served by Permata Jingga Management Team. In addition, it also intended to provide a good strategy to increase the quality of developer management to raise the customer satisfaction.

The result for the analysis for importance-satisfaction showed that most of Permata Jingga customers have satisfied with the variables in this research. While, from the quadrant analysis demonstrated some factors that need to be prioritized and to be improved by the developer were the product performance (the house price against the product performance, quality & resistance of the building, facilities (the shopping facilities, social activities facilities, and security system), the quality of developer services (First request against the housing design final result, the feasibility of the communication between the developer and customer, action against crime, prove of the promises of the customer facilities, the reaction by the developer against customer complaint), the quality of the employee (the employee kindness against the customer complaint and employee service in every customer without any form of discrimination). From the SWOT analysis and QSPM matrix, it was found that promotion activities to outside region as a strategy option was prioritized to be applied.

Keywords: customer importance and satisfaction, quadrant analysis, strategy option