FACILITY MANAGEMENT SERVICE QUALITY IMPROVEMENT STRATEGY

(CASE STUDY: CORPORATE REAL ESTATE MANAGEMENT DIVISION, PT. BANK DANAMON INDONESIA, Tbk - EAST JAVA REGION)

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ABSTRACT

Corporate Real Estate Management (CREM) is a division with support function and specialized in Property Management, Facility Management, Project Management, Transaction Management and Procurement. A large amount of complain, customer needs and requests are not quickly responded yet. This division tries to look for strategies for customer service improvement. Those strategies then focused into Facility Management service improvement strategy.

The research’s objectives are to determine the amount of customer’s satisfaction and expectation and to determine the customer satisfaction improvement strategy. Method used in this research is Service Quality method, SWOT Analysis and QSPM as the final method to determine the strategy to choose. SERVQUAL model used to identify the amount of gap between customer’s satisfaction and expectation. SWOT analysis used to determine the strategy to improve gap influencing the low satisfaction rate and the high expectation rate.

The result of this research shows that in general the customers have been satisfied of CREM service. Based on the gap analysis, identified that the customer’s perception value is still lower than the customer’s expectation value. Based on the result of quadrant analysis, identified that variables need to fixed are Short term response, ability to fulfill needs accurately when needed, on-time project execution, response speed for existing problems, explanation condition and job results based on request known by customers. Strategies taken to improve those services are improving competency quality; strive for customer’s satisfaction by improving ownership, optimizing the existing abilities and competencies, using deviation method to accelerate process, and organizing routine communication events with customers. From those strategies, the most interesting strategy chosen is Competency quality improvement strategy.

Keywords: Factor influencing customer satisfaction, service quality, customer’s perception and expectation