ABSTRACT

Satisfactory customer service has become obligatory for business unit specialized in services. Customer service related itself directly to customer. Next phase, the customer will give reviews to service processes which the business unit give. Special attention which must be realized by the business unit is the fact that customer satisfaction level has changed according to the actual trend. Thus, responses of the service business unit to actively welcome the opportunities will determine the survival of the business. It has become a demand that the service processes given are more affective, efficient and professional. From time to time, customer satisfaction level tends to follow the actual trend. The business unit’s proactive behaviors, such as its effectivity, efficiency and professionalism in its effort to meet the customer satisfaction level will determine the survival of the unit. Yayasan Dana Sosial Al-Falah as one of many nonprofit foundations concerning in social services must also maintain its service to its stakeholders especially donators which support the foundation’s funding. In order to get the information about the quality of service delivered by the foundation to donators, it is necessary to do measurements on the service processes.

One of the method to measure the service performance of a business unit is the Six Sigma. The parameters of the quality measurement are the magnitudes of Sigma values of the service processes. By using steps of measurements consists of Define, Measure, Analyze, Improve dan Control (DMAIC), one can obtain the magnitudes of Sigma values of the service processes. From the measurement of the service processes which become Critical to Quality (CTQ) of the foundation, the Sigma values of each process are: Donators meeting in form of religious teachings (1.85), the agenda of meeting (1.72), training (1.76), charity transfer service via bank (1.85), customer hotline (1.78), critics via Al-Falah magazine (1.93), donator’s articles in Al-Falah magazine (1.85), percentage of events information in Al-Falah magazine (1.81), number of religious consultation’s articles (1.89), direct consultations with ustadz (1.81), duration of religious teachings (1.85), duration of training (1.99), opinion construction via television (1.60), charity collection via collectors (1.62), public expose of foundation’s fund balance (1.74), time of the complaint service (1.72), auditing by public accountant (1.93), scheduled fund reports to donators (2.17).

From the Sigma values mentioned shows that most of service processes given not yet achieve the standards of the management. Continous improvements of all aspects must be upgraded in order to improve quality of the services.

Keywords: Customer satisfaction, Six Sigma, CTQ, Continous Improvement