ABSTRACT

One of the important parts of the quality of an airline can be hinted by the quality of its beverages and drinks being provided for its customers during flights. Customer satisfaction criteria holds such an important role that the airline must choose an airline catering which can fulfill all the customers’ various needs and preferences.

Thus PT. X, as an airline catering company, must understand that its strategy is very important to maintain and improve the company’s performance and to gain reputation as a trustworthy company. PT. X needs a strategy that is always relevant with the internal and external conditions. Even a wellplanned and implemented strategy will become useless if these conditions change. That is why strategy evaluation is important for the company in facing dynamic environment where the internal and external conditions can change rapidly or even dramatically. The company’s current success would not guarantee future ones.

In evaluating the company’s strategy, management matrixes are used, such as Strategy-Evaluation Assessment Matrix used to appraise current performance, External Factors Evaluation Matrix, Internal Factors Evaluation Matrix, SPACE Matrix, TOWS Matrix, used in the input and strategic matching phase, and Quantitative Strategic Planning Matrix used to choose the optimal strategy.

The result of this research shows that the optimal strategies that fit the internal and external conditions of the company are the spiderweb strategy as the main strategy and the software application strategy and diversification strategy as the supporting strategies.

Key Word: Strategy Evaluation, EFE Matrix, EFI Matrix, SPACE Matrix, TOWS Matrix, QSP Matrix