ABSTRACT

The research of customer’s satisfaction is relating to the determination of kind of service needed and required by a customer. A research is the most important thing to design a product or service. A business management should be set up in order that a customer gets a good information of the business service thoroughly and the adequate information increase a customer needs and requires, so that it can increase the product quality or provide service better that give customer’s satisfaction and their loyalty. Nevertheless, if a customer does not feel satisfactory, a customer will go to another rival and company’s reputation will get worse.

The research conducted at PT. PELNI was aimed to know the customer’s need and to evaluate the service quality provided by PT. PELNI using the Quality Function Deployment method (QFD). The method was used to design the improvement of service quality based on the customer’s need and the company’s capability. The technique of collecting data used the interview and brainstorming that using questionnaire as the measuring means. Having known voice of customer on the sea-transportation service, it can be determined what aspect of service is necessary to get the concern during the improvement conducted. Referring to the result of voice of customer will be obtained the leading attributes toward the quality service of sea transportation totaled 31 items. The relationship between the customer’s need and technical response of the company can take the technical response to be the first priority for the improvement.

The research result, show that the priority of the improvement should be performed by PT. PELNI, that is, the technical response of the supervision quality toward the ship crew-man, the hold of their complaint quickly. PT. PELNI’s supervision improves the complaint service and the security staff.

Key-words: The service quality of sea transportation, QFD, The technical response