ABSTRACT

Research about customer satisfaction at PT. "X", Honda's motorcycle dealer has been conducted to investigate the appropriateness between customer needs and satisfactions. The problem becomes more crisis when the sale level at PT. "X" decrease. The purpose of knowing the priority attributes is PT. "X" become know their customer satisfactions so they can formulate the right marketing strategic for them. Collecting and analyzing data from questioner give attributes value about motorcycle service quality that is wanted by the customer and this data also give technical responds for PT. "X". QFD analysis gives HOQ result that show consumer priority attributes; these are the speed and accuracy of service process, low down payment, monthly installment is attainable, employs have knowledge about giving information about the way to buy the motorcycle, and service after sales. The gaps of customer needs priority show that service quality of PT. "X" are not satisfaction the customer yet. It can be seen that a few attributes have negative value from the gap. And from SWOT analysis we can see that PT. "X" position is in second room, the space between strength – threat, so we support diversification strategic. Priority strategic that is being suggested are giving the price variation, spreading pamphlets, recruiting sales free lance, giving the training skill for the employ, doing cooperation with liaising and bank, creating surprise packet, doing promotion at offices, and giving special discount.

Key word : QFD, HOQ, AHP, SWOT.