ABSTRACT

Customer satisfaction analysis is very needed by companies that work in a service field. Customer satisfaction is a very important aspect to be considered by service companies because they produce intangible products—service that can only be felt once the customer buy the product. By giving the best service, it is hoped that customers will be loyal and satisfied.

Problem faced by this final project research is how to determine customer’s needs, the most affecting criteria for customer satisfaction level, determine service strategy, improve and develop service process design on HERO Mulyosari Supermarket. Methods used for this research include: Servqual, AHP and process design. Different from previous researches, this research is followed by process design. Servqual and AHP is used for identifying the quality of that HERO give to the customers.

Output generates from this research is that the company can find out what the customers need, and creation of improvement process design. In process design created, it has been done some improvement for some attributes that are part of supermarket division.

Keywords: Servqual, AHP, Process Design